



GCE A LEVEL – **NEW**

A680U20-1



S19-A680U20-1



THURSDAY, 13 JUNE 2019 – AFTERNOON

MEDIA STUDIES – A Level Component 2
Media Forms and Products in Depth

2 hours 30 minutes

ADDITIONAL MATERIALS

A WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen. Do not use pencil or gel pen. Do not use correction fluid.

Answer **three** questions: **one** question from section A, **one** question from section B and **one** question from section C.

Answers to all the questions must be written on the separate answer booklet provided.

Write your name, centre number and candidate number in the spaces at the top of all answer booklets. At the end of the examination, the answer booklet must be handed to the invigilator.

Use both sides of the paper. Write only within the white areas of the booklet.

Write the question number in the two boxes in the left hand margin at the start of each answer

e.g.

0	1
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Leave at least two line spaces between each answer.

INFORMATION FOR CANDIDATES

The allocation of marks is given at the end of each question or part-question. The number of marks indicates the length of the response required.

There are **three** sections in total. You must answer one question from each section. Questions in section B are in two parts. You are advised to spend 50 minutes on each section of the paper. You should use relevant subject-specific terminology where appropriate.

Questions in sections A and C require an extended response. You will be assessed on the quality of your written response, including the ability to construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.

Section A – Television in the Global Age

Answer one question in this section.

Either,

Option 1: *Life on Mars* and *The Bridge*

0	1
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'Television is a global industry.' To what extent do *Life on Mars* and *The Bridge* support this claim? [30]

Or,

Option 2: *Humans* and *The Returned*

0	2
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'Television is a global industry.' To what extent do *Humans* and *The Returned* support this claim? [30]

Or,

Option 3: *The Jinx* and *No Burqas Behind Bars*

0	3
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'Television is a global industry.' To what extent do *The Jinx* and *No Burqas Behind Bars* support this claim? [30]

Section B – Magazines: Mainstream and Alternative Media

Answer **one** question in this section. Each question is in **two** parts.

Either,

Option 1: *Woman* and *Adbusters*

0	4
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- a) Discuss the influence of historical context on representations in the set edition of *Woman* magazine. [15]
- b) Explore how the set edition of *Adbusters* conveys viewpoints and ideologies. [15]

Or,

Option 2: *Woman's Realm* and *Huck*

0	5
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- a) Discuss the influence of historical context on representations in the set edition of *Woman's Realm* magazine. [15]
- b) Explore how the set edition of *Huck* conveys viewpoints and ideologies. [15]

Or,

Option 3: *Vogue* and *The Big Issue*

0	6
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- a) Discuss the influence of historical context on representations in the set edition of *Vogue* magazine. [15]
- b) Explore how the set edition of *The Big Issue* conveys viewpoints and ideologies. [15]

Section C – Media in the Online Age

Answer **one** question in this section.

Either,

Option 1: *PointlessBlog* and *DesiMag*

0	7
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Clay Shirky argues that audiences in today's online age are no longer passive consumers of media content.

Evaluate this 'end of audience' theory. Refer to *PointlessBlog* and *DesiMag* to support your answer. [30]

Or,

Option 2: *Zoella* and *Attitude*

0	8
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Clay Shirky argues that audiences in today's online age are no longer passive consumers of media content.

Evaluate this 'end of audience' theory. Refer to *Zoella* and the *Attitude* website to support your answer. [30]

END OF PAPER