

Surname	Centre Number	Candidate Number
First name(s)		2



**GCE A LEVEL**

A680U10-1



**FRIDAY, 27 MAY 2022 – MORNING**

**MEDIA STUDIES – A Level Component 1**  
**Media Products, Industries and Audiences**

2 hours 15 minutes

**ADDITIONAL MATERIALS**

In addition to this question paper, you will need:

- to view an audio-visual resource for use with Question 1
- Notes Sheet for use with Question 1
- a print-based resource for use with Question 2

**INSTRUCTIONS TO CANDIDATES**

You will have **one** minute to read Question 1 before viewing the audio-visual resource.

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

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** questions.

Write your answers in the spaces provided in this booklet.

If you run out of space, use the additional page(s) at the back of the booklet, taking care to number the question(s) correctly.

**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.

You are advised to spend approximately 1 hour and 30 minutes on Section A, including studying the resources, and approximately 45 minutes on Section B.

You should use relevant theories and relevant subject-specific terminology where appropriate.

Question 2 requires 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.

Question 3(d) provides an opportunity to draw together your knowledge and understanding from across the full course of study. You will be rewarded for drawing together knowledge and understanding of different areas of the theoretical framework and media contexts.



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## SECTION A: ANALYSING MEDIA LANGUAGE AND REPRESENTATION

Once the third viewing has finished, you should answer Question 1.





Question 2 is based on the following:

2. Compare how audiences may interpret the representations of gender in the film posters for *Vampire Academy* and *Kiss of the Vampire*. [30]

- consider the similarities and differences in how audiences may interpret gender representations
- make judgements and draw conclusions about how far audience interpretations of gender representations reflect historical contexts.







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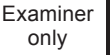
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(d) Explain the importance of digital convergence in the newspaper industry. Refer to *The Times* to support your points. [12]



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4. (a) Explain how the advertising industry categorises audiences.  
Refer to the *Wateraid* advertisement you have studied to support your points. [8]

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