First name(s)

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GCE A LEVEL

722-A680U10-1



Centre Number

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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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Answer all questions in both sections.	
SECTION A: ANALYSING MEDIA LANGUAGE AND REPRESENTATION	J
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lia Language	
estion 1 is based on the audio-visual resource. It is an extract from the music video ant (Beck, 2017).	o Up All
u will be allowed one minute to read Question 1. e extract will be shown three times . st viewing : watch the extract. cond viewing : watch the extract and make notes . u will then have five minutes to make further notes . ird viewing : watch the extract and make final notes . ce the third viewing has finished, you should answer Question 1.	
Explore how this music video extract communicates meanings.	[15]



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Representation

Question 2 is based on the following:

- the print resource, a film poster for Vampire Academy (2014)
- the set film poster you have studied: *Kiss of the Vampire* (1963)
- 2. Compare how audiences may interpret the representations of gender in the film posters for *Vampire Academy* and *Kiss of the Vampire*. [30]

In your answer you must:

- 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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Examiner only SECTION B: UNDERSTANDING MEDIA INDUSTRIES AND AUDIENCES 3. (a) Briefly explain what is meant by conglomerate ownership. [2] _____ Name one media conglomerate. (b) [1] Explain the impact of economic contexts on the newspaper industry. (C) Refer to the Daily Mirror to support your points. [10]



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Question 3 (d) you will be rewarded for drawing together knowledge and understators your full course of study, including different areas of the theoretical frameworedia contexts.	anding from rk and
) Explain the importance of digital convergence in the newspaper industry. Ret <i>Times</i> to support your points.	fer to <i>The</i> [12]
	••••••



		E
(a)	Explain how the advertising industry categorises audiences. Refer to the <i>Wateraid</i> advertisement you have studied to support your points.	101
	Refer to the <i>wateraid</i> adventisement you have studied to support your points.	[8]
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(b) Explain h	ow media producers	s attract audiences. sement to support your points.	[10]
		sement to support your points.	[12]
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Question number	Additional page, if required. Write the question number(s) in the left-hand margin.	Examiner only



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