



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 plus your additional
time allowance**

Surname _____

First name(s) _____

Centre Number _____

Candidate Number 2 _____

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 or your usual method.

(Turn over)

Write your name, centre number and candidate number in the spaces provided on the front cover.

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.

(Turn over)

4

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.

(Turn over)

Answer ALL questions in BOTH sections.

SECTION A: ANALYSING MEDIA LANGUAGE AND REPRESENTATION

MEDIA LANGUAGE

Question 1 is based on the audio-visual resource. It is an extract from the music video Up All Night (Beck, 2017).

You will be allowed ONE minute to read Question 1.

The extract will be shown THREE TIMES.

FIRST VIEWING: watch the extract.

**SECOND VIEWING: watch the extract and
MAKE NOTES.**

(Turn over)

6

**You will then have FIVE MINUTES to
MAKE FURTHER NOTES.**

**THIRD VIEWING: watch the extract and
MAKE FINAL NOTES.**

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

(Turn over)

7

1. Explore how this music video extract communicates meanings. [15 marks]

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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 marks]**

(Turn over)

2. 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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(Turn over)

15

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16

[illegible]

(Turn over)

SECTION B: UNDERSTANDING MEDIA INDUSTRIES AND AUDIENCES

3 (a) Briefly explain what is meant by conglomerate ownership. [2 marks]

(Turn over)

3 (b) Name ONE media conglomerate.

[1 mark]

3 (c) Explain the impact of economic contexts on the newspaper industry. Refer to the Daily Mirror to support your points. [10 marks]

(Turn over)

20

[illegible]

(Turn over)

21

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(Turn over)

In Question 3(d) you will be rewarded for drawing together knowledge and understanding from across your full course of study, including different areas of the theoretical framework and media contexts.

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

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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 marks]

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(Turn over)

4 (b) Explain how media producers attract audiences.

Refer to the Wateraid advertisement to support your points. [12 marks]

(Turn over)

30

[illegible]

(Turn over)

END OF PAPER

(Turn over)

[illegible]

(Turn over)

[illegible]

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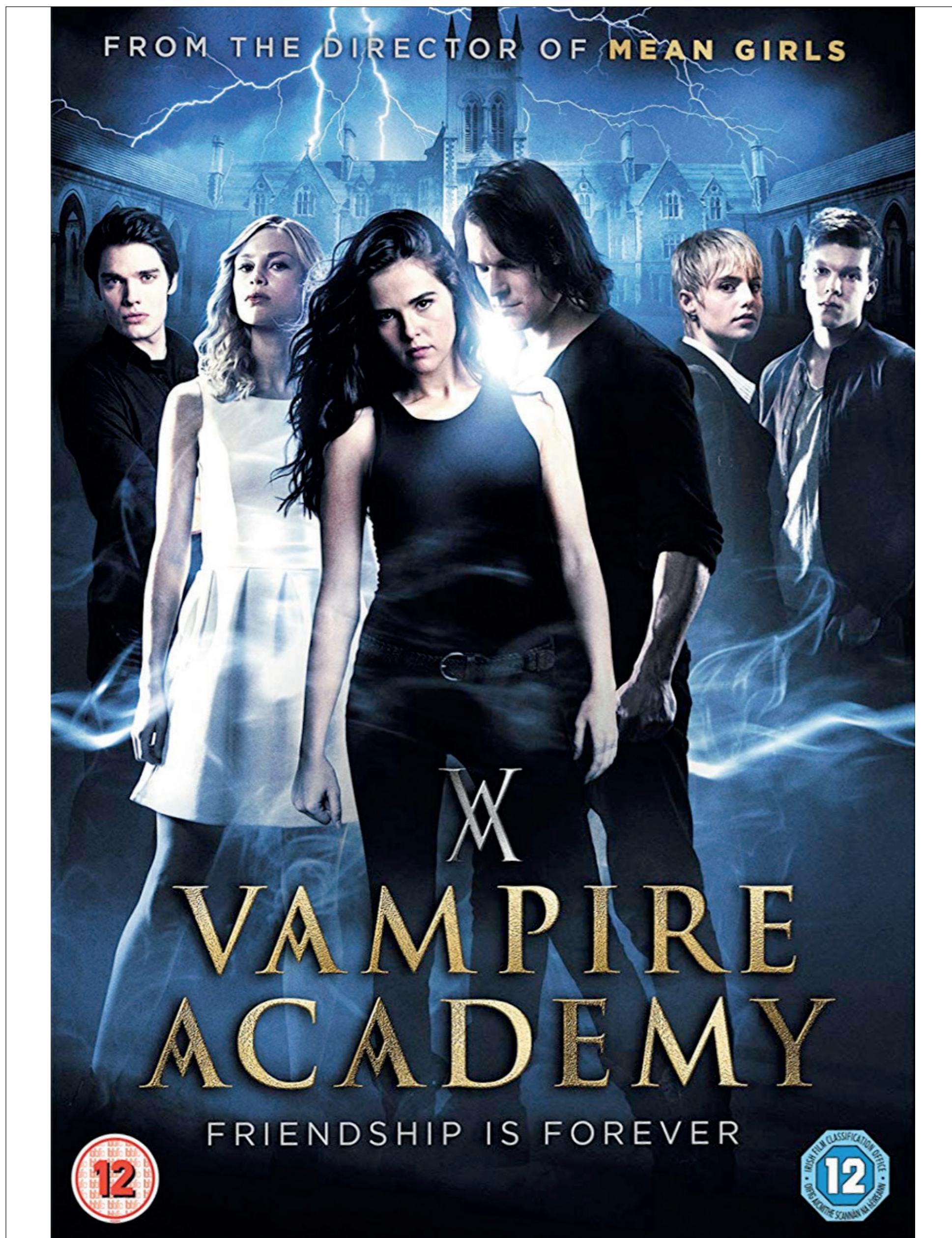
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MEDIA STUDIES – A Level Component 1

**Media Products, Industries and Audiences
PRINT RESOURCE FOR SECTION A,
QUESTION 2**

**Description of Print Resource for Section A,
Question 2 for Modified Large Print Version**

**Print resource for use with Section A,
Question 2 – film poster for Vampire
Academy (2014)**



The following is a description of the Print Resource for use with Section A, Question 2 – a film poster for VAMPIRE ACADEMY (2014)

DESCRIPTION OF POSTER:

The poster shows five young people (three female and two male) and one older man standing beside each other. The five young people are shown looking directly at the camera. The older man is looking down and to his right.

All six people have serious, menacing expressions. The males are wearing dark casual clothes. The female at the front of the picture is wearing black trousers and a black top; beside her the other female is wearing a medium-length white dress.

(Turn over)

They have long hair. The female at the back of the picture has short hair and is wearing a shirt and jacket.

The older man is also dressed in black. He has long hair and his left hand is in his pocket.

Behind the six people we can see the outlines of several old university college buildings. There are lightning bolts in the sky.

The background is coloured blue-grey, lit up by the flashes of lightning and swirling patterns of thin white smoke crossing in front of the people.

4

TEXT IN THE POSTER:

Across the top of the poster are the words:

FROM THE DIRECTOR OF MEAN GIRLS

Across the bottom third of the poster is written:

**VAMPIRE
ACADEMY
FRIENDSHIP IS FOREVER**

The words VAMPIRE ACADEMY are written in very large print and coloured gold.

(Turn over)

Above the words VAMPIRE ACADEMY there is an interconnected V and A symbol.

At the bottom left and right of the poster there are two symbols certifying the film is suitable for children over 12.