



GCE AS



B680U10-1

TUESDAY, 17 MAY 2022 – AFTERNOON

MEDIA STUDIES – AS Component 1

Investigating the Media

1 hour 45 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**
- **Print 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 the Notes Sheet provided to make notes on the resource.

Use black ink, black ball-point pen or your usual method.

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.

(Turn over)

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 15 minutes on Section A, including studying the unseen resources, and approximately 30 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(c) provides an opportunity to draw together 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.

Answer ALL questions in BOTH sections.

SECTION A: INVESTIGATING MEDIA LANGUAGE AND REPRESENTATION

Question 1 is based on the audio-visual resource. It is an extract from the music video *Here With Me* (Marshmello feat. CHVRCHES, 2019).

You will be allowed ONE MINUTE to read Question 1.

The music video extract will be shown THREE TIMES.

FIRST VIEWING: watch the music video extract.

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

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

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

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

(Turn over)

MEDIA LANGUAGE

- 1. Explore how editing is used in this music video extract. [10 marks]**

[illegible]

(Turn over)

(Turn over)

(Turn over)

REPRESENTATION

Question 2 is based on BOTH of the following:

- **the print resource, an advertisement for the **Feed Our Future** campaign (2019)**
- **the set **WaterAid** advertisement you have studied.**

Study the print resource carefully. Use this AND the set advertisement when answering the question.

- 2. Compare the representation of issues in these TWO advertisements.**

In your answer, you MUST consider:

- **the similarities in the representations of issues**
- **the differences in the representations of issues**
- **how far the representations relate to relevant media contexts [25 marks]**

(Turn over)

SECTION B: INVESTIGATING MEDIA INDUSTRIES AND AUDIENCES

MEDIA INDUSTRIES

3 (a) Name the regulatory body for film in the UK.

[1 mark]

(b) Explain briefly why films are regulated. [4 marks]

(Turn over)

In Question 3(c), 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(c) Explain how cultural contexts can influence film marketing.

Refer to *Black Panther* to support your points.

[10 marks]

(Turn over)

AUDIENCES

4 (a) Identify TWO ways video games may appeal to their audiences. [2 marks]

**(b) Explain how audiences might interpret the same video game in different ways.
Refer to ONE game from the *Assassin's Creed* franchise to support your points. [8 marks]**

(Turn over)

(Turn over)

Question number	Additional page, if required. Write the question numbers in the left- hand margin.

(Turn over)

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(Turn over)

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(Turn over)



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Investigating the Media

1 hour 45 minutes plus your additional time allowance

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

The following is a description of the Print Resource for use with Section A, Question 2 – a campaign advertisement for FEED OUR FUTURE (2019) launched by The United Nations World Food Programme

DESCRIPTION OF ADVERTISEMENT:

The black and white photo shows a young girl of about nine years standing on a large broken slab of concrete in the ruins of a building.

The upper half of the girl's body is outlined against the sky. Behind her there is a city and we can see several other ruined buildings. In the distance there are some tall minarets.

The girl is wearing a patterned top, jeans and an open short jacket. She is looking directly at the camera and her mouth is half-open.

TEXT IN THE ADVERTISEMENT:

Across the centre of the photo and in line with the edge of the slab, these words are written in white letters in very large print:

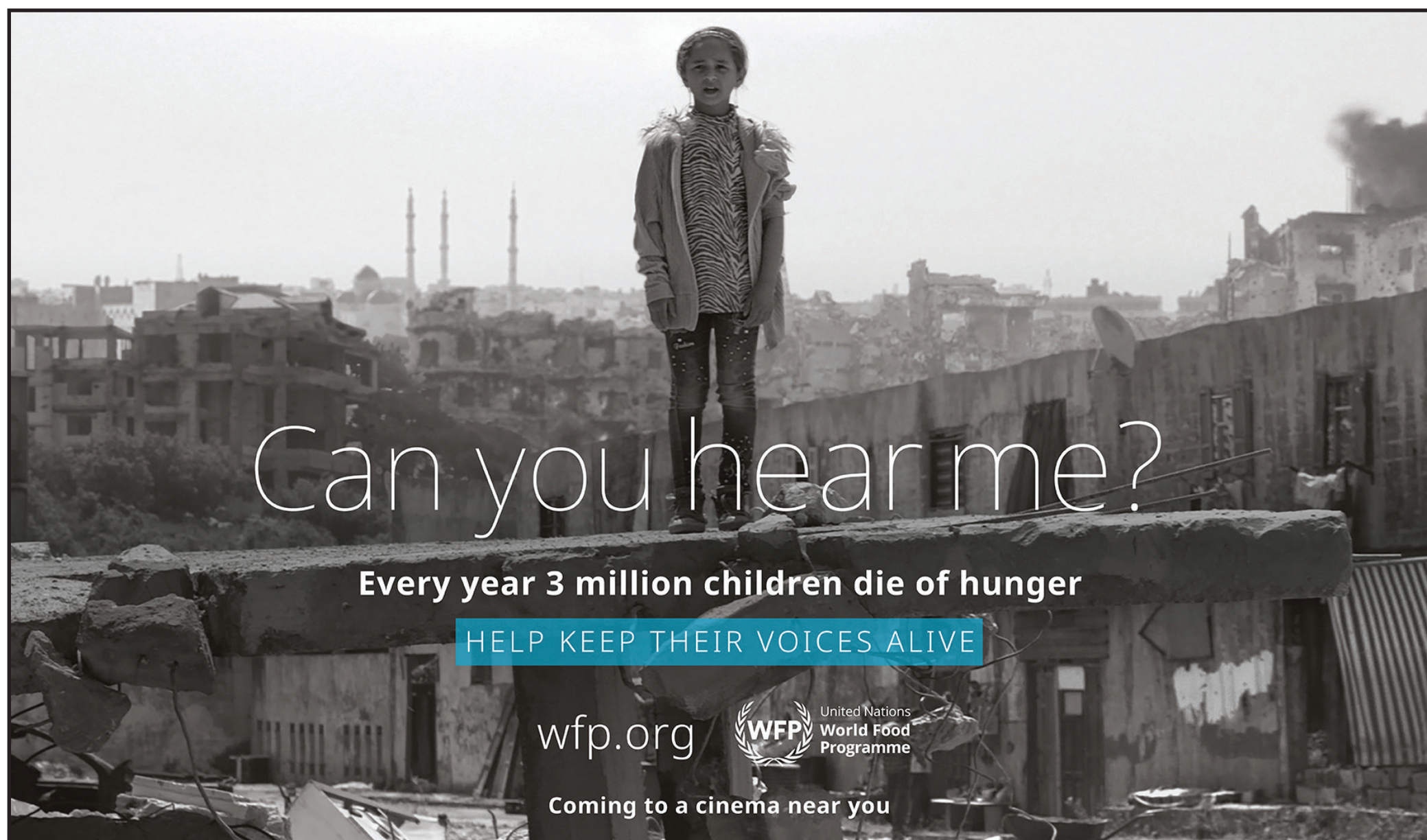
Can you hear me?

Under this question, the following statements are written in smaller print:

**Every year 3 million children die of hunger
HELP KEEP THEIR VOICES ALIVE
wfp.org WFP United Nations Food Programme
Coming to a cinema near you**

The statement HELP KEEP THEIR VOICES ALIVE is printed in white letters against a blue frame.

Campaign advertisement for **Feed our Future** (2019) launched by The United Nations World Food Programme



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