



GCE A LEVEL



A680U10-1

MONDAY, 22 MAY 2023 – AFTERNOON

MEDIA STUDIES – A Level Component 1

Media Products, Industries and Audiences

**2 hours 15 minutes plus your additional
time allowance**

ADDITIONAL MATERIALS

In addition to this question paper, you will need:

- **to view an audio-visual resource for use with Question 10**
- **a Notes Sheet for use with Question 10**
- **a print resource for use with Question 20**
- **a WJEC pink 16-page answer booklet.**

(Turn over)

INSTRUCTIONS TO CANDIDATES

You will have ONE MINUTE to read Question 10 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.

Answer ALL questions.

Write your answers in the separate answer booklet provided, FOLLOWING THE INSTRUCTIONS ON THE FRONT OF THE ANSWER BOOKLET.

(Turn over)

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

Write the question number in the left-hand margin at the start of each answer.

Leave at least two line spaces between each answer.

INFORMATION FOR CANDIDATES

The allocation of marks is given at the end of each 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 unseen resources, and approximately 45 minutes on Section B.

(Turn over)

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

Question 20 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 33 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: ANALYSING MEDIA LANGUAGE AND REPRESENTATION

MEDIA LANGUAGE

Question 10 is based on the audio-visual resource. It is an advertisement for Dolce & Gabbana, an Italian fashion brand. It is filmed in Italy: in the city of Milan and on the island of Sicily.

You will be allowed ONE MINUTE to read Question 10.

The advertisement will be shown THREE TIMES.

FIRST VIEWING: watch the advertisement.

SECOND VIEWING: watch the advertisement and MAKE NOTES.

(Turn over)

You will then have FIVE MINUTES to MAKE FURTHER NOTES.

THIRD VIEWING: watch the advertisement and MAKE FINAL NOTES.

Once the third viewing has finished, you should answer Question 10.

- 10. Explore how this advertisement uses media language to communicate meaning. [15 marks]**

REPRESENTATION

Question 20 is based on BOTH of the following:

- **the print resource: All Day and a Night film poster (2020)**
- **the set music video you have studied: Formation or Dream.**

Study the print resource carefully and use both the film poster and music video when answering the question.

In this question, you will be assessed on the quality of your written response, including the ability to construct and develop a sustained line of reasoning that is coherent, relevant, substantiated and logically structured.

(Turn over)

20. Compare how representations in the film poster and music video convey values and beliefs. [30 marks]

In your answer, you must:

- **consider the similarities and differences in how representations convey values and beliefs**
- **consider how stereotypes are challenged or reinforced**
- **make judgements and draw conclusions about how far representations reflect social and cultural contexts.**

(Turn over)

SECTION B: UNDERSTANDING MEDIA INDUSTRIES AND AUDIENCES

MEDIA INDUSTRIES

- 31. Briefly explain what is meant by distribution in the video games industry. [2 marks]**
- 32. Explain the impact of digital technologies on video games. Refer to the *Assassin's Creed* game you have studied to support your points. [8 marks]**

In Question 33, 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.

(Turn over)

- 33. Explain how video game producers maintain global audiences. Refer to the Assassin's Creed game you have studied to support your points. [15 marks]**

AUDIENCES

- 41. Explain how radio programmes appeal to specific audiences. Refer to Late Night Woman's Hour to support your points. [12 marks]**
- 42. Explain how audience responses to advertisements reflect social and cultural circumstances. Refer to the WaterAid advertisement you have studied to support your points. [8 marks]**

END OF PAPER