



GCE A LEVEL



A680U20-1

TUESDAY, 6 JUNE 2023 – AFTERNOON

MEDIA STUDIES – A Level Component 2

Media Forms and Products in Depth

**2 hours 30 minutes plus your additional
time allowance**

ADDITIONAL MATERIALS

A WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

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

There are THREE sections: A, B and C. Answer on THE OPTION YOU HAVE STUDIED for EACH SECTION. Answer the ONE question on your chosen option in Section A, the ONE question on your chosen option in Section B and BOTH questions on your chosen option in Section C.

(Turn over)

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

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.

(Turn over)

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.

There are THREE sections in total. You are advised to spend 50 minutes on each section of the paper. You should use relevant subject-specific terminology where appropriate.

Questions in sections A and B require 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.

(Turn over)

**SECTION A – TELEVISION IN THE
GLOBAL AGE**

**Answer ONE question in this section on
THE OPTION YOU HAVE STUDIED.**

EITHER,

**OPTION 1: LIFE ON MARS AND THE
BRIDGE**

- 10. How useful are structuralist theories
for exploring television products?**

**Refer to Lévi-Strauss's structuralist
theory of binary oppositions and the
set episodes of Life on Mars and
The Bridge in your response.**

[30 marks]

(Turn over)

OR,

**OPTION 2: HUMANS AND THE
RETURNED**

**20. How useful are structuralist theories
for exploring television products?**

**Refer to Lévi-Strauss's structuralist
theory of binary oppositions and the
set episodes of Humans and The
Returned in your response.**

[30 marks]

(Turn over)

OR,

**OPTION 3: THE JINX AND NO BURQAS
BEHIND BARS**

**30. How useful are structuralist theories
for exploring television products?**

**Refer to Lévi-Strauss's structuralist
theory of binary oppositions and
No Burqas Behind Bars and the
set episode of The Jinx in your
response. [30 marks]**

(Turn over)

SECTION B – MAGAZINES: MAINSTREAM AND ALTERNATIVE MEDIA

Answer ONE question in this section on THE OPTION YOU HAVE STUDIED.

EITHER,

OPTION 1: WOMAN AND ADBUSTERS

- 40. To what extent can audiences interpret the same magazine in different ways?**

Explore the set editions of Woman and Adbusters in your response.
[30 marks]

(Turn over)

OR,

**OPTION 2: WOMAN'S REALM AND
HUCK**

- 50. To what extent can audiences interpret the same magazine in different ways?**

**Explore the set editions of Woman's Realm and Huck in your response.
[30 marks]**

(Turn over)

10

OR,

OPTION 3: VOGUE AND THE BIG ISSUE

60. To what extent can audiences interpret the same magazine in different ways?

Explore the set editions of Vogue and The Big Issue in your response. [30 marks]

(Turn over)

SECTION C – MEDIA IN THE ONLINE AGE

Answer BOTH questions in this section on THE OPTION YOU HAVE STUDIED.

EITHER,

OPTION 1: ALFIE DEYES AND GAL-DEM

- 71. Explain how media production and distribution have changed in the age of YouTube and the Internet. Refer to Alfie Deyes in your response. [15 marks]**
- 72. Discuss the influence of social and cultural contexts on the representations on the gal-dem website. [15 marks]**

(Turn over)

OR,

OPTION 2: ZOE SUGG AND ATTITUDE

- 81. Explain how media production and distribution have changed in the age of YouTube and the Internet. Refer to Zoe Sugg in your response. [15 marks]**
- 82. Discuss the influence of social and cultural contexts on the representations on the Attitude website. [15 marks]**

END OF PAPER