



GCE AS



B680U10-1

TUESDAY, 16 MAY 2023 – AFTERNOON

MEDIA STUDIES – AS Component 1

Investigating the Media

**1 hour 45 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**
- **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.

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

(Turn over)

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 15 minutes on Section A, including studying the unseen resources, and approximately 30 minutes on Section B.

(Turn over)

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

Question 10 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: INVESTIGATING MEDIA
LANGUAGE AND REPRESENTATION**

**Question 10 is based on BOTH of the
following:**

- **an extract from the music video
The Man, directed by and starring
the female artist Taylor Swift, playing
‘The Man’ (2020)**
- **the set film poster: Kiss of the
Vampire.**

**You will be allowed ONE MINUTE to read
Question 10.**

**The music video extract will be shown
THREE TIMES.**

(Turn over)

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 10.

(Turn over)

REPRESENTATION

Use this music video extract and the set film poster 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 which is coherent, relevant, substantiated and logically structured.

- 10. Compare how representations of gender convey values.**

In your answer, you must consider:

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

(Turn over)

MEDIA LANGUAGE

Question 20 is based on the print resource: front page of the Daily Mail (June 8, 2020).

Study the print resource carefully and use this front page when answering the question.

- 20. Explore how the combination of elements of media language influences meaning. [10 marks]**

(Turn over)

**SECTION B: INVESTIGATING MEDIA
INDUSTRIES AND AUDIENCES**

MEDIA INDUSTRIES

- 31. Give ONE example of a British public service radio station. [1 mark]**
- 32. Briefly explain TWO characteristics of public service broadcasting. [4 marks]**

(Turn over)

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.

- 33. Explain how social and cultural contexts may affect radio production.
Refer to Late Night Woman's Hour to support your points. [10 marks]**

AUDIENCES

- 41. Identify TWO ways in which advertisers categorise audiences. [2 marks]**
- 42. Explain how producers of advertisements target audiences. Refer to the set WaterAid advertisement to support your points. [8 marks]**

END OF PAPER