



GCE AS



B680U20-1

WEDNESDAY, 24 MAY 2023 – MORNING

MEDIA STUDIES – AS Component 2

Investigating Media Forms and Products

2 hours 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.

Answer on THE OPTION YOU HAVE STUDIED for EACH SECTION. Answer ONE question on your chosen option in Section A, BOTH questions on your chosen option in Section B and ONE question 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.

You are advised to spend 40 minutes on each section of the paper. You should use relevant theories and relevant subject-specific terminology where appropriate.

Questions 10 to 30 and 70 to 80 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

Answer ONE question in this section on the option you have studied.

EITHER,

OPTION 1: Life on Mars

- 10. Explain how marketing strategies promote television programmes. Refer in detail to Life on Mars to support your answer. [20 marks]**

OR,

OPTION 2: Humans

- 20. Explain how marketing strategies promote television programmes. Refer in detail to Humans to**

(Turn over)

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support your answer. [20 marks]

OR,

OPTION 3: The Jinx

- 30. Explain how marketing strategies promote television programmes. Refer in detail to The Jinx to support your answer. [20 marks]**

(Turn over)

SECTION B: MAGAZINES

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

EITHER,

OPTION 1: Woman

- 41. Briefly explain Gerbner's cultivation theory. Refer to the set edition of *Woman* to support your response. [5 marks]**
- 42. Explore how particular social groups may be misrepresented in the set edition of *Woman*. [15 marks]**

(Turn over)

OR,

OPTION 2: Woman's Realm

- 51. Briefly explain Gerbner's cultivation theory. Refer to the set edition of *Woman's Realm* to support your response. [5 marks]**
- 52. Explore how particular social groups may be misrepresented in the set edition of *Woman's Realm*. [15 marks]**

(Turn over)

OR,

OPTION 3: Vogue

- 61. Briefly explain Gerbner's cultivation theory. Refer to the set edition of Vogue to support your response. [5 marks]**
- 62. Explore how particular social groups may be misrepresented in the set edition of Vogue. [15 marks]**

(Turn over)

SECTION C: ONLINE MEDIA

Answer ONE question in this section on the option you have studied.

EITHER,

OPTION 1: Alfie Deyes

- 70. How far does technology impact on media language in online products? Explore **Alfie Deyes** to support your answer. [20 marks]**

OR,

OPTION 2: Zoe Sugg

- 80. How far does technology impact on media language in online products? Explore **Zoe Sugg** to support your answer. [20 marks]**

END OF PAPER