



GCE A LEVEL



A680U10-1

MONDAY, 20 MAY 2024 – 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.**

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.

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.

(Turn over)

Question 34 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

REPRESENTATION

Question 10 is based on the following:

- The unseen music video extract from **Beautiful** by Christina Aguilera (2022)
- The set music video you have studied from **GROUP 1**

Choose from ONE of the following:	
Janelle Monae	Turntables
OR	
Beyoncé	Formation
OR	
Alicia Keys	Underdog

(Turn over)

You will be allowed ONE minute to read Question 10.

The extract will be shown THREE TIMES.

FIRST VIEWING: watch the extract.

SECOND VIEWING: watch the extract and MAKE NOTES.

You will then have five minutes to MAKE FURTHER NOTES.

THIRD VIEWING: watch the extract and MAKE FINAL NOTES.

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

10. Compare how the representations in these music videos position audiences. [30 marks]

In your answer you must:

- **consider the similarities in how the representations position audiences**
- **consider the differences in how the representations position audiences**
- **make judgements and draw conclusions about how far the representations reflect social and cultural contexts**

MEDIA LANGUAGE

Question 20 is based on the following print resource:

- a newspaper front page for the **Daily Mirror** (October 2022).

Study the resource carefully before answering the question.

- 20. Explore how media language communicates viewpoints and ideologies on this front page of the **Daily Mirror**. [15 marks]**

SECTION B: UNDERSTANDING MEDIA INDUSTRIES AND AUDIENCES

MEDIA INDUSTRIES

- 31. Briefly explain what you understand by distribution in the film industry. [2 marks]**
- 32. Briefly explain what is meant by vertical integration in the film industry. [2 marks]**
- 33. Explain how economic contexts may influence the film industry. Refer to *I, Daniel Blake* to support your points. [9 marks]**

In Question 34 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.

- 34. Explain how film companies use marketing to maintain global audiences. Refer to *Black Panther* to support your points. [12 marks]**

(Turn over)

AUDIENCES

- 41. Explain how the producers of advertisements attract audiences.**

Refer to the *Super. Human.* advertisement you have studied to support your points. [10 marks]

- 42. How do radio programmes reach audiences through different technologies and platforms?**

Refer to EITHER *Woman's Hour* OR *Have You Heard George's Podcast* to support your points. [10 marks]

END OF PAPER