



**GCE AS**



**B680U20-1**

**WEDNESDAY, 22 MAY 2024 – 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.**

**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 11 to 13 and 31 to 32 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.**

## SECTION A: TELEVISION

Answer ONE question in this section.

EITHER,

### OPTION 1: PEAKY BLINDERS

11. To what extent do social and cultural contexts affect representations in television programmes? Explore examples from **Peaky Blinders** to support your answer. [20 marks]

OR,

### OPTION 2: BLACK MIRROR

12. To what extent do social and cultural contexts affect representations in television programmes? Explore examples from **Black Mirror** to support your answer. [20 marks]

(Turn over)

OR,

**OPTION 3: KILLING EVE**

13. To what extent do social and cultural contexts affect representations in television programmes? Explore examples from **Killing Eve** to support your answer. [20 marks]

## SECTION B: MAGAZINES

All questions are in two parts. Answer BOTH parts for your chosen question.

EITHER,

### OPTION 1: WOMAN

21. Briefly explain the terms 'denotation' and 'connotation'. Provide ONE example from the set edition of **Woman** magazine to illustrate your answer. [5 marks]
  
22. Explore how magazines communicate multiple meanings. Use ONE article OR advertisement from the set edition of **Woman** to support your response. [15 marks]

(Turn over)

OR,

**OPTION 2: WOMAN'S REALM**

23. Briefly explain the terms 'denotation' and 'connotation'. Provide ONE example from the set edition of **Woman's Realm** magazine to illustrate your answer. [5 marks]
24. Explore how magazines communicate multiple meanings. Use ONE article OR advertisement from the set edition of **Woman's Realm** to support your response. [15 marks]

OR,

**OPTION 3: VOGUE**

25. Briefly explain the terms 'denotation' and 'connotation'. Provide ONE example from the set edition of **Vogue** magazine to illustrate your answer. [5 marks]
26. Explore how magazines communicate multiple meanings. Use ONE article OR advertisement from the set edition of **Vogue** to support your response. [15 marks]

(Turn over)

## **SECTION C: ONLINE MEDIA**

**Answer ONE question in this section.**

**EITHER,**

### **OPTION 1: JJ OLATUNJI/KSI**

- 31. Explain the impact of digital technologies on media regulation. Refer in detail to JJ Olatunji/KSI to support your answer.**

**[20 marks]**

**OR,**

### **OPTION 2: ZOE SUGG**

- 32. Explain the impact of digital technologies on media regulation. Refer in detail to Zoe Sugg to support your answer. [20 marks]**

**END OF PAPER**