



GCE A LEVEL



A680U10-1

MONDAY, 19 MAY 2025 – 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 20 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

MEDIA LANGUAGE

Question 10 is based on the audio-visual resource. It is an extract from the music video *Now I'm In It* (Haim, 2019).

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 has finished, you should answer Question 10.

- 10. Explore how this music video extract uses codes and conventions to communicate meaning.**

[15 marks]

(Turn over)

REPRESENTATION

Question 20 is based on BOTH of the following:

- the print resource: film poster for **Jakob's Wife (2021)**
- the set film poster for **Kiss of the Vampire** you have studied.

Study the print resource carefully and use both film posters when answering the question.

20. Compare how far the film posters for **Kiss of the Vampire** and **Jakob's Wife** use gender stereotypes. [30 marks]

In your answer you must:

- consider the similarities and differences in how gender stereotypes are used in the film posters
- consider how the representations reflect social and cultural contexts
- make judgements and draw conclusions about the use of gender stereotypes in the film posters.

(Turn over)

SECTION B: UNDERSTANDING MEDIA INDUSTRIES AND AUDIENCES

MEDIA INDUSTRIES

- 31. Name ONE way in which newspapers are distributed. [1 mark]**
- 32. Briefly explain what is meant by diversification in the newspaper industry. [2 marks]**
- 33. Explain how recent technological changes have affected the newspaper industry. Refer to **The Times** to support your points. [10 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 the newspaper industry reflects political contexts. Refer to the **Daily Mirror** to support your points. [12 marks]**

(Turn over)

AUDIENCES

- 41. Explain how the producers of video games target audiences. Refer to the *Assassin's Creed* video game you have studied to support your points. [12 marks]**

- 42. Explain how audiences may decode advertisements in different ways. Refer to Hall's reception theory and the *Super. Human.* advertisement to support your points. [8 marks]**

END OF PAPER