



**GCE A LEVEL**



**A680U20-1**

**THURSDAY, 5 JUNE 2025 – AFTERNOON**

**MEDIA STUDIES – A level Component 2**

**Media Forms and Products in Depth**

**2 hours 30 minutes 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.**

**Write your answers in the separate answer booklet provided.**

**There are THREE sections: A, B and C. Answer on THE OPTION YOU HAVE STUDIED for EACH SECTION. Answer BOTH questions on your chosen option in Section A, the ONE question on your chosen option in Section B and the ONE question on your chosen options in Section C.**

**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.**

**There are THREE sections in total. You are advised to spend 50 minutes on each section of the paper. You should use relevant subject-specific terminology where appropriate.**

**Questions in Sections B and C 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 IN THE GLOBAL AGE**

**Answer BOTH questions on your chosen option.**

**EITHER,**

### **OPTION 1: PEAKY BLINDERS AND THE BRIDGE**

- 11. Explore how *Peaky Blinders* uses marketing to target and attract audiences. [15 marks]**
  
- 12. Explain the strategies that television organisations use to minimise risk and maximise audiences.**

**Refer to *The Bridge* in your response.**

**[15 marks]**

OR,

**OPTION 2: BLACK MIRROR AND THE RETURNED**

21. Explore how **Black Mirror** uses marketing to target and attract audiences. [15 marks]
22. Explain the strategies that television organisations use to minimise risk and maximise audiences.

Refer to **The Returned** in your response.

[15 marks]

OR,

**OPTION 3: KILLING EVE AND TEHRAN**

31. Explore how **Killing Eve** uses marketing to target and attract audiences. [15 marks]
32. Explain the strategies that television organisations use to minimise risk and maximise audiences.

Refer to **Tehran** in your response. [15 marks]

(Turn over)

## **SECTION B – MAGAZINES: MAINSTREAM AND ALTERNATIVE MEDIA**

**EITHER,**

### **OPTION 1: WOMAN AND ADBUSTERS**

- 40. ‘Magazine representations are more influenced by economic contexts than social and cultural contexts.’**

**To what extent do you agree with this statement?  
Refer to the set editions of *Woman and Adbusters* in your response. [30 marks]**

**(Turn over)**

OR,

**OPTION 2: WOMAN'S REALM AND HUCK**

50. 'Magazine representations are more influenced by economic contexts than social and cultural contexts.'

To what extent do you agree with this statement?  
Refer to the set editions of **Woman's Realm** and **Huck** in your response. [30 marks]

OR,

**OPTION 3: VOGUE AND THE BIG ISSUE**

60. 'Magazine representations are more influenced by economic contexts than social and cultural contexts.'

To what extent do you agree with this statement?  
Refer to the set editions of **Vogue** and **The Big Issue** in your response. [30 marks]

(Turn over)

## **SECTION C – MEDIA IN THE ONLINE AGE**

**JJ OLATUNJI/KSI OR ZOE SUGG**

**AND**

**GAL-DEM OR THIIIRD OR ATTITUDE**

- 70. How useful is semiotic theory for analysing online media products?**

**Refer to Roland Barthes' semiotic theory and ONE product from GROUP 1 and ONE product from GROUP 2 in your response. [30 marks]**

**GROUP 1**

**JJ Olatunji/KSI**

**OR**

**Zoe Sugg**

**GROUP 2**

**the GAL-DEM website**

**OR**

**the THIIIRD magazine website**

**OR**

**the ATTITUDE website**

**END OF PAPER**