



GCE AS



B680U20-1

WEDNESDAY, 21 MAY 2025 – 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, ONE question on your chosen option in Section B and BOTH questions 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 10 to 30 and 40 to 60 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 on the option you have studied.

EITHER,

OPTION 1: PEAKY BLINDERS

- 10. Explain how production processes influence the success of television programmes. Refer to *Peaky Blinders* in your response. [20 marks]**

OR,

OPTION 2: BLACK MIRROR

- 20. Explain how production processes influence the success of television programmes. Refer to *Black Mirror* in your response. [20 marks]**

(Turn over)

OR,

OPTION 3: KILLING EVE

30. Explain how production processes influence the success of television programmes. Refer to **Killing Eve** in your response. [20 marks]

SECTION B: MAGAZINES

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

EITHER,

OPTION 1: WOMAN

- 40. To what extent do audience responses to magazines change over time?
Refer to the set edition of **Woman** magazine in your response. [20 marks]**

OR,

OPTION 2: WOMAN'S REALM

- 50. To what extent do audience responses to magazines change over time?
Refer to the set edition of **Woman's Realm** magazine in your response. [20 marks]**

(Turn over)

OR,

OPTION 3: VOGUE

- 60. To what extent do audience responses to magazines change over time?
Refer to the set edition of *Vogue* magazine in your response. [20 marks]**

SECTION C: ONLINE MEDIA

Answer BOTH questions in this section on the option you have studied.

EITHER,

OPTION 1: JJ OLATUNJI/KSI

- 71. Briefly explain Gauntlett's theory of identity. Refer to JJ Olatunji/KSI in your response. [5 marks]**
- 72. Explore how online media producers construct representations of themselves. Refer to JJ Olatunji/KSI in your response. [15 marks]**

(Turn over)

OR,

OPTION 2: ZOE SUGG

- 81. Briefly explain Gauntlett's theory of identity. Refer to Zoe Sugg in your response. [5 marks]**
- 82. Explore how online media producers construct representations of themselves. Refer to Zoe Sugg in your response. [15 marks]**

END OF PAPER