



GCE AS – NEW



B680U20-1

MEDIA STUDIES – AS COMPONENT 2

INVESTIGATING MEDIA FORMS AND

PRODUCTS

WEDNESDAY, 23 MAY 2018 – MORNING

**2 hours plus your additional time
allowance**

ADDITIONAL MATERIALS

A WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen or your usual method.

Answer THREE questions: ONE question from section A, ONE question from section B and ONE question from section C. The questions in section A are in two parts.

Answers to all the questions must be written on the separate answer booklet provided. If you need additional paper, please ask your invigilator and attach the sheets securely to this answer booklet.

Write your name, centre number and candidate number in the spaces at the top of all answer booklets. At the end of the examination, the answer booklet must be handed to the invigilator.

INFORMATION FOR CANDIDATES

The allocation of marks is given at the end of each question or part-question. The number of marks indicates the length of the response required.

There are THREE sections in total. 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.

4

Questions 4 -6 and 7 -8 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. All questions are in two parts.

EITHER,

OPTION 1: LIFE ON MARS

0	1
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- (a) Explain what you understand by intertextuality. Refer to the set episode of **LIFE ON MARS** to support your response. [5]
- (b) To what extent does the set episode of **LIFE ON MARS** support Steve Neale's suggestion that genres change over time? [15]

OR,

OPTION 2: HUMANS

0	2
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- (a) Explain what you understand by intertextuality. Refer to the set episode of HUMANS to support your response. [5]**
- (b) To what extent does the set episode of HUMANS support Steve Neale's suggestion that genres change over time? [15]**

OR,

OPTION 3: THE JINX

0	3
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- (a) Explain what you understand by intertextuality. Refer to the set episode of THE JINX to support your response. [5]**
- (b) To what extent does the set episode of THE JINX support Steve Neale's suggestion that genres change over time? [15]**

SECTION B: MAGAZINES

Answer ONE question in this section.

EITHER,

OPTION 1: WOMAN

0	4
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To what extent does the set edition of WOMAN magazine target a particular audience? Explore specific aspects of the set product in your response. [20]

OR,

OPTION 2: WOMAN'S REALM

0	5
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To what extent does the set edition of WOMAN'S REALM magazine target a particular audience? Explore specific aspects of the set product in your response. [20]

OR,

OPTION 3: VOGUE

0	6
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To what extent does the set edition of VOGUE magazine target a particular audience? Explore specific aspects of the set product in your response. [20]

10

SECTION C: ONLINE MEDIA

Answer ONE question in this section.

EITHER,

OPTION 1: POINTLESSBLOG

0	7
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Explain how representations of identity are constructed in blogs and vlogs. Refer to relevant theories and POINTLESSBLOG in your response. [20]

OR,

OPTION 2: ZOELLA

0	8
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Explain how representations of identity are constructed in blogs and vlogs. Refer to relevant theories and ZOELLA in your response. [20]

END OF PAPER