



GCE A LEVEL – **NEW**



A680U10-1

WEDNESDAY, 5 JUNE 2019 – MORNING

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

0	1
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- a print resource for use with Question

0	2
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- a WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

Answer ALL questions in Section A and Section B.

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

Answers to all the questions must be written on the separate answer booklet provided.

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.

Use both sides of the paper. Write only within the white areas of the booklet.

**Write the question number in the two boxes in the left hand margin at the start of each answer e.g.

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Leave at least two line spaces between each answer.

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.

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 2 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.

Question 3(d) 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

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 is based on the audio-visual resource: an advertisement which is part of the **This Girl Can** campaign, produced by Sport England in 2017.

You will be allowed **ONE** minute to read Question 1.

The advertisement will be shown **TWICE**.

FIRST VIEWING: watch the advertisement and make notes.

You will then have **FIVE MINUTES** to **MAKE FURTHER NOTES**.

SECOND VIEWING: watch the advertisement and **MAKE FINAL NOTES**.

Once the second viewing has finished, you should answer Question 1.

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 Explore how the combination of elements of media language influences meaning in the **This Girl Can** advertisement. [15]

REPRESENTATION

Question

0	2
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 is based on the following:

- Print resource: the front page of the **DAILY MAIL**, published on the day of the 2017 UK general election
- the front page and article from the **DAILY MIRROR** you have studied, published on the day after the 2016 US presidential election.

0	2
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 Compare how these pages from the **DAILY MAIL** and the **DAILY MIRROR** construct versions of reality.

In your answer you must:

- consider the choices media producers make when constructing versions of reality
- consider the similarities and differences in the representations
- make judgements and draw conclusions about how far the representations relate to relevant media contexts. [30]

SECTION B: UNDERSTANDING MEDIA INDUSTRIES AND AUDIENCES

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| 0 | 3 |
|---|---|
- a) What is meant by an independent film? [2]
- b) Briefly explain what you understand by vertical integration. [2]
- c) Explain TWO features of mainstream film production. Refer briefly to **STRAIGHT OUTTA COMPTON** to support your points. [6]

In Question 3(d) 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.

- d) Explain how economic contexts shape independent films. Refer to I, **DANIEL BLAKE** to support your points. [15]

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| 0 | 4 |
|---|---|
- a) Explain how the radio industry targets audiences. Refer to **LATE NIGHT WOMAN'S HOUR** to support your points. [10]
- b) Explain the impact of media technologies on audience consumption of radio. Refer to **LATE NIGHT WOMAN'S HOUR** to support your points. [10]

END OF PAPER