



GCE A LEVEL – **NEW**



A680U20-1

THURSDAY, 13 JUNE 2019 – 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 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.

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.

0	1
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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.

There are THREE sections in total. You must answer one question from each section. Questions in section B are in two parts. 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 A 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 ONE question in this section.

EITHER,

OPTION 1: Life on Mars AND The Bridge

0	1
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'Television is a global industry.' To what extent do Life on Mars and The Bridge support this claim? [30]

OR,

OPTION 2: Humans AND The Returned

0	2
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'Television is a global industry.' To what extent do Humans and The Returned support this claim? [30]

OR,

OPTION 3: The Jinx AND No Burqas Behind Bars

0	3
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'Television is a global industry.' To what extent do The Jinx and No Burqas Behind Bars support this claim? [30]

SECTION B – MAGAZINES: MAINSTREAM AND ALTERNATIVE MEDIA

**Answer ONE question in this section.
Each question is in TWO parts.**

EITHER,

OPTION 1: Woman AND Adbusters

- | | |
|----------|----------|
| 0 | 4 |
|----------|----------|
- a) **Discuss the influence of historical context on representations in the set edition of *Woman* magazine. [15]**
- b) **Explore how the set edition of *Adbusters* conveys viewpoints and ideologies. [15]**

OR,

OPTION 2: Woman's Realm AND Huck

- | | |
|---|---|
| 0 | 5 |
|---|---|
- a) Discuss the influence of historical context on representations in the set edition of **Woman's Realm** magazine. [15]
- b) Explore how the set edition of **Huck** conveys viewpoints and ideologies. [15]

OR,

OPTION 3: Vogue AND The Big Issue

- | | |
|---|---|
| 0 | 6 |
|---|---|
- a) Discuss the influence of historical context on representations in the set edition of **Vogue** magazine. [15]
- b) Explore how the set edition of **The Big Issue** conveys viewpoints and ideologies. [15]

SECTION C – MEDIA IN THE ONLINE AGE

Answer ONE question in this section.

EITHER,

OPTION 1: PointlessBlog AND DesiMag

0 7 Clay Shirky argues that audiences in today's online age are no longer passive consumers of media content.

Evaluate this 'end of audience' theory. Refer to PointlessBlog and DesiMag to support your answer. [30]

OR,

OPTION 2: Zoella AND Attitude

0 8 Clay Shirky argues that audiences in today's online age are no longer passive consumers of media content.

Evaluate this 'end of audience' theory. Refer to Zoella and the Attitude website to support your answer. [30]

END OF PAPER