



GCE A LEVEL



A680U20-1

WEDNESDAY, 8 JUNE 2022 – AFTERNOON

MEDIA STUDIES – A Level Component 2

Media Forms and Products in Depth

2 hours 30 minutes plus your additional time allowance

Surname _____

First name(s) _____

Centre Number _____

Candidate Number 2 _____

INSTRUCTIONS TO CANDIDATES

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

Write your name, centre number and candidate number in the spaces provided on the front cover.

Answer THREE questions: ONE question from section A, ONE question from section B and ONE question from section C. Indicate which option you have chosen at the start of each section.

Write your answers in the spaces provided in this booklet. If you run out of space, use the additional page(s) at the back of the booklet, taking care to number the question(s) correctly.

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. Questions in section A 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 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 ONE question in this section. Each question is in TWO parts.

Tick (✓) the box to indicate the option chosen.

OPTION 1:

Life on Mars and The Bridge

☐

OPTION 2:

Humans and The Returned

☐

OPTION 3:

The Jinx and No Burqas Behind Bars

☐

(Turn over)

EITHER,

OPTION 1: Life on Mars and The Bridge

- 1 (a) Explain Henry Jenkins' theory of fandom. Refer to **Life on Mars** to support your response. [15 marks]
- (b) Explore how representations in the set episode of **The Bridge** may position audiences. [15 marks]

OR,

OPTION 2: Humans and The Returned

- 2 (a) Explain Henry Jenkins' theory of fandom. Refer to **Humans** to support your response. [15 marks]
- (b) Explore how representations in the set episode of **The Returned** may position audiences. [15 marks]

(Turn over)

OR,

OPTION 3: The Jinx and No Burqas Behind Bars

- 3 (a) Explain Henry Jenkins' theory of fandom. Refer to **The Jinx** to support your response. [15 marks]
- (b) Explore how representations in **No Burqas Behind Bars** may position audiences. [15 marks]

(Turn over)

1 (a)

(Turn over)

1 (b)

2 (a)

(Turn over)

2 (b) _____

3 (a)

(Turn over)

3 (b)

[illegible]

(Turn over)

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

Answer ONE question in this section.

Tick (✓) the box to indicate the option chosen.

OPTION 1:

Woman and Adbusters

☐

OPTION 2:

Woman's Realm and Huck

☐

OPTION 3:

Vogue and The Big Issue

☐

EITHER,

OPTION 1: Woman and Adbusters

- 4. Evaluate the strengths and weaknesses of semiotic approaches to magazine analysis.**

Refer to Roland Barthes' theory of semiotics and the set editions of *Woman and Adbusters* in your response. [30 marks]

OR,

OPTION 2: Woman's Realm and Huck

- 5. Evaluate the strengths and weaknesses of semiotic approaches to magazine analysis.**

Refer to Roland Barthes' theory of semiotics and the set editions of *Woman's Realm and Huck* in your response. [30 marks]

(Turn over)

OR,

OPTION 3: Vogue and The Big Issue

6. Evaluate the strengths and weaknesses of semiotic approaches to magazine analysis.

Refer to Roland Barthes' theory of semiotics and the set editions of **Vogue** and **The Big Issue** in your response. [30 marks]

4.

[illegible]

(Turn over)

5.

[illegible]

(Turn over)

6.

[illegible]

(Turn over)

SECTION C – MEDIA IN THE ONLINE AGE

Answer ONE question in this section.

Tick (✓) the box to indicate the option chosen.

OPTION 1:

PointlessBlog/Alfie Deyes AND gal-dem

☐

OPTION 2:

Zoella/Zoe Sugg AND Attitude

☐

EITHER,

OPTION 1: PointlessBlog / Alfie Deyes AND gal-dem

7. How much influence do economic factors have on online media products?

Refer to PointlessBlog / Alfie Deyes AND gal-dem in your response. [30 marks]

OR,

OPTION 2: Zoella / Zoe Sugg AND Attitude

8. How much influence do economic factors have on online media products?

Refer to Zoella / Zoe Sugg AND Attitude website in your response. [30 marks]

(Turn over)

7.

(Turn over)

8.

[illegible]

(Turn over)

(Turn over)

Question number	Additional page, if required. Write the question numbers in the left-hand margin.

(Turn over)

Question number	Additional page, if required. Write the question numbers in the left-hand margin.

(Turn over)

Question number	Additional page, if required. Write the question numbers in the left-hand margin.

(Turn over)

Question number	Additional page, if required. Write the question numbers in the left-hand margin.