

Please write clearly, in block capitals.

Centre number

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Candidate number

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Surname

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Forename(s)

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Candidate signature

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# A-level MEDIA STUDIES

## Media One

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Date of Exam

Morning

Time allowed: 2 hours

### Instructions

- Use black ink or black ball point pen.
- Answer **all** questions.
- You must answer the questions in the spaces provided.
- Do all rough work in this book. Cross through any work that you do not want to be marked.

### Information

- The marks for questions are shown in brackets.
  - The maximum mark for this paper is 84.
  - You are reminded of the need for good English and clear presentation in your answers.
  - Question **4** is an extended response question in which you will be rewarded for your ability to construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.
-

Section A – Media Language and Media Representations.

Answer **all** questions in the spaces provided.

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**Figure 1**

**This image has been removed for copyright purposes but can be accessed by following this link**

<https://i.pinimg.com/736x/c8/70/c7/c870c778e8a1bc9812e9ec1500927820--patek-philippe-g-shock-watches.jpg>



0	2
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How are representations of masculinity shaped by cultural and historical contexts?

Your answers should refer to the Patek Phillippe advert (**Figure 1** – published 2014) and your Close Study Product, the Score hair cream advert (**Figure 2** – published 1967).

**Figure 2**

**This source has been removed due to third-party copyright restrictions.**

© Bristol Myers Co. 1967  
**[12 marks]**

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0	4
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Steve Neale argues that the appeal of genres is that they are ‘instances of repetition and difference’.

How valid is Neale’s claim? In your response you should refer to your music video close study products, *Billie Jean* and *Letter to the Free*.

**[20 marks]**

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Section B – Media Audiences and Media Industries.

Answer **all** questions in the spaces provided.

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0	5
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Identify **three** strategies that distributors use to market low budget films. Explain **one** benefit of each strategy. Each of the benefits should be different.

**[6 marks]**

Strategy 1/Benefit 1 \_\_\_\_\_

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Strategy 2/Benefit 2 \_\_\_\_\_

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Strategy 3/Benefit 3 \_\_\_\_\_

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**Turn over for the next question**





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**END OF QUESTIONS**

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