

Sample assessment materials for first teaching September 2022

Please write clearly, in	block capitals.
Centre number	Candidate number
Surname	
Forename(s)	
Candidate signature	

A-level MEDIA STUDIES

Media One (First exam in 2024)

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 presentations 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.

Study Figure 1 carefully.

Figure 1

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

Fendi print advertisement

0 1	How are values and ideologies constructed by the use of media language i Figure 1 ?	n
		[8 marks]
-		

0 2	How do representations of gender reflect contemporary social and cultur	al contexts?
	You should refer to the Fendi advert (Figure 1) and the <i>Sephora</i> 'Black Beauty' advertising and marketing Close Study Product.	
		[12 marks]

Turn over for the next question

0 3

How useful is Stuart Hall's theory of encoding and decoding in analysing the meaning of the *Score* hair cream advertising and marketing Close Study Product (**Figure 2**)?

[9 marks]

Figure 2



Turn over for the next question

new.
How valid is Gilroy's argument? You should refer to your music video Close Stu Products, <i>Ghost Town</i> and <i>Old Town Road</i> .
[20 n

10	
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Section B – Media Audiences and Media Industries.

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

For the mu	Itiple-choice questions, completely fill in the circle alongside the ap WRONG METHODS	propriate answer(s).
	to change your answer you must cross out your original answer as to return to an answer previously crossed out, ring the answer you	
0 5 . 1 W	hich three of the following terms are associated with cultivation	on theory?
S	hade three boxes only.	[3 marks]
А	Convergence	0
В	Resonance	
С	Framing	0
D	Mainstreaming	
E	Mean World Index	0
F	Myth making	0

Turn over for the next question

	· -	
0 5 . 2	Briefly explain the media term 'globalisation'. Give an example from mo	edia industries.
		[3 marks
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-		
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-		
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E	Explain how regulatory contexts shape the output of media industries.	
١	You should refer to your radio Close Study Product, <i>Newsbeat</i> .	[9 mark
_		
_		

0 7	Ideology can be defined as a collection of values and beliefs.	
	To what extent do media products target audiences by constructing an ideolog view of the world?	ical
	You should refer to your newspaper Close Study Products, <i>The Guardian</i> and <i>Daily Mail</i> .	The
	[20	marks]

END OF QUESTIONS

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