

Notice of changes

Question 3 in these Sample Assessment Materials has been revised to reflect the change, made early in 2024, to replace the Close Study Product *Zendaya* with the Close Study Product *Taylor Swift*. **This change will only apply to exams from 2025 onwards.** All other questions apply to exams from 2024 onwards.



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 Two (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 presentation in your answers.
- Question 2 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.
- Question 4 is a synoptic question in which you will be rewarded for your ability to draw together different areas of knowledge and understanding from across the full course of study.



Figure 1

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

Empire television advertisement

0 1	Analyse Figure 1 using the following feminist ideas:		
	•	male gaze	
	•	post-feminism.	
			[9 marks]
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 which were gradual but significant.	ce
How valid do you find the claims made by cultivation theory about audience response?	
You should refer to the Television Close Study Products.	
[25	marks

	8	

0 3	Media products are shaped by the economic and political contexts in which they are created.		
	To what extent does an analysis of your online, social and participatory Close Study Products (<i>The Voice</i> and the social media presence of <i>Taylor Swift</i>) support this view?		
	[25 marks]		

0 4	To what extent do video game makers target audiences through changing representations?				
	support your answer.	Refer to Close Study Products <i>The Sims FreePlay</i> and <i>Horizon Forbidden West</i> to support your answer.			
	[2	25 marks]			
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END OF QUESTIONS

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