Please write clearly in block capitals.

Centre number  
Candidate number  
Surname  
Forename(s)  
Candidate signature  

AS
MEDIA STUDIES
Unit 1  Investigating Media

Thursday 18 May 2017     Morning     Time allowed: 2 hours
(including 15 minutes’ viewing time)

Instructions
• Use black ink or black ball-point pen.
• Fill in the boxes at the top of this page.
• Answer all questions in Section A and one question from Section B.
• You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
• Do all planning in this book. Cross through any work you do not want to be marked.

Information
• The marks for each question are shown in brackets.
• The maximum mark for this paper is 80.
• You will be expected to show that you know and understand:
  – media concepts, contexts and critical debates
  – how meanings and responses are created within media products and processes.
• You will also be marked on your ability to:
  – use good English
  – organise relevant information clearly
  – use specialist vocabulary where appropriate.

Advice
• You are advised to spend 1 hour 15 minutes (including 15 minutes’ viewing time) planning and writing your answers to Section A.
• You should spend 45 minutes planning and writing your answers to Section B.
## Section A
### Texts, Concepts and Contexts

Answer all questions in Section A.

Read the information and the four questions below.

You will be shown a media product three times. In between viewings you should make notes in response to the questions below in the space provided. These notes will not be marked.

You should spend approximately 15 minutes answering each question in Section A.

You should support your answers with evidence from the media product.

You are about to watch an extract from the E4 sitcom Chewing Gum which was produced for E4 by the company that made The IT Crowd and PhoneShop. E4 is part of Channel 4 and has a remit to be innovative and distinctive.

Chewing Gum focuses on Tracey, her family, friends and neighbours who live on an estate in East London. Tracey often directly addresses the audience and in the extract she lists what she would buy if she had £1000. This includes hair like Beyoncé, a lip reduction, red velvet cupcakes, and a dustpan and brush to clear up the estate.

Chewing Gum is written by Michaela Coel, who also plays Tracey, and is based on her successful stage play about her life. The programme has been a critical success and was praised for rejecting stereotypes about working class life; The Guardian’s television critic described it as ‘…laugh-a-second portrait of life as a black British twenty-something that’s both authentic and surreal’.

The first series was a ratings success for E4 and it was announced that a second series would be broadcast in 2016.

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<td>01</td>
<td>Media Representation</td>
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You may make notes on pages 3, 4 and 5. These notes will not be marked.
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**Media Representation**

How is the housing estate and the people who live there represented in the sequence?

[12 marks]
Media Forms

How are different techniques used to construct the narrative of the sequence? [12 marks]
Media Audiences

How is the audience positioned to respond to Tracey?

[12 marks]
Media Institutions

How does the sequence reflect E4’s remit to be innovative and distinctive? [12 marks]
Section B
Cross-Media Study

Answer one question from this section, using materials from your cross-media study.

Answer either Question 5 on page 15 or Question 6 on page 21.

You should spend approximately 45 minutes planning and writing your answer.

You may make notes on this page. These notes will not be marked.
Explore the idea that representations within media products are designed to appeal to audiences of those products.

Support your answer with reference to a range of products from three media platforms.

[32 marks]
You may make notes on this page. These notes will not be marked.
Producers rely on familiar formats and content in order to attract audiences.

How far is this true of the products in your cross-media study?

Support your answer with reference to a range of products from three media platforms.

[32 marks]
There are no questions printed on this page

DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED