Wednesday 23 May 2018       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 the trailer for the ITV period drama *The Halcyon* (the word halcyon refers to a time in the past which was happy and idyllic). The series is set during the Second World War and focuses on the lives of the staff and guests at the fictional Halcyon hotel in London. The series was compared to other ITV period dramas such as *Mr Selfridge* and *Downton Abbey*; it was broadcast in January 2017 on a Monday at 9 pm.

<table>
<thead>
<tr>
<th>0 1</th>
<th>Media Forms</th>
<th>How are sound and editing used in the trailer to engage the audience?</th>
<th>[12 marks]</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 2</td>
<td>Media Representations</td>
<td>What representations of social class does the trailer construct?</td>
<td>[12 marks]</td>
</tr>
<tr>
<td>0 3</td>
<td>Media Audiences</td>
<td>How does the trailer make a series about the past appeal to a contemporary audience?</td>
<td>[12 marks]</td>
</tr>
<tr>
<td>0 4</td>
<td>Media Institutions</td>
<td>How does the trailer reflect ITV’s status as a major mainstream broadcaster?</td>
<td>[12 marks]</td>
</tr>
</tbody>
</table>
You may make notes on pages 3, 4 and 5. These notes will not be marked.
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You may make notes on pages 3, 4 and 5. These notes will not be marked.
Media Forms

How are sound and editing used in the trailer to engage the audience?

[12 marks]
Media Representations

What representations of social class does the trailer construct?

[12 marks]
Media Audiences

How does the trailer make a series about the past appeal to a contemporary audience? [12 marks]
Media Institutions

How does the trailer reflect ITV's status as a major mainstream broadcaster? [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.
Despite claims that we now live in an interactive age, in reality there is limited opportunity for genuine audience interactivity in the media.

To what extent do you agree with this statement?

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.
Institutions are only interested in producing media products in order to make money. 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
There are no questions printed on this page

DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED