Please write clearly in block capitals.

Centre number | | | | | | Candidate number | | | | |

Surname _____

Forename(s) _____

Candidate signature _____

A-level
MEDIA STUDIES

Media One

Wednesday 5 June 2019 Morning Time allowed: 2 hours

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

Information
- The marks for each question 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.
- This paper is divided into two sections.
- 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.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
TOTAL	

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Section A – Media Language and Media Representations

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

You are advised to spend around **70** minutes on this section.

0 1 **Figure 1** shows an album launch poster for Marissa Saroca.

Figure 1 Album launch poster

The following figure cannot be reproduced here due to third-party copyright restrictions.

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Analyse how media language constructs meaning in **Figure 1**.

[8 marks]

8

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0 2 Explain how representations of musical artists and their work communicate information about their cultural and political contexts.

Your answer should refer to **Figure 1** and the Close Study Product, Common's *Letter to the Free*.

[12 marks]

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12

Turn over for the next question

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0 3 How useful are ideas about narrative in analysing music videos? Refer to the Close Study Product *Billie Jean* in your answer.

[9 marks]

9

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0 4 Judith Butler describes gender as "an identity instituted through a stylized repetition of acts". In other words it is something learnt through repeated performance.

How useful is this idea in understanding how gender is represented in marketing and advertising products? Refer in detail to the Close Study Products *Maybelline 'That Boss Life part 1'* and the *Score hair cream advert*.

[20 marks]

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Section B – Media Industries and Media Audiences

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

You are advised to spend around **50** minutes on this section.

0 5 . 1 The following are terms relating to cultural industries:

A. vertical integration
B. media conglomerate
C. diversification.

Write **A**, **B** or **C** in the box next to the definition that matches each of these three terms. Use each letter only once.

[3 marks]

A company owns different businesses in the same chain of production and distribution.	
A company owns several businesses of the same value.	
A company owns numerous companies involved in mass media enterprises.	
A company that operates globally, across continents.	
A corporate strategy to enter into a new market or industry in which the business doesn't currently operate.	
A corporate strategy to increase control over one particular media domain, eg film or television.	

0 5 . 2 What is meant by the term 'fandom'? Identify **two** examples of fandom in action.

[3 marks]

_____

_____

_____

_____

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0 6 Explain how independent films are produced and distributed. Refer to the Close Study Product *Chicken* in your response.

[9 marks]

9

Turn over ►

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0 7 "Media audiences always respond to media products in the way that producers intended."

To what extent do you agree with this statement? In your answer, refer to your Close Study Products *War of the Worlds* (1938) and *The Surgery* (BBC Radio 1).

[20 marks]

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END OF QUESTIONS

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