

A



Surname _____

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A-level

MEDIA STUDIES

Media One

7572/1

Wednesday 5 June 2019 Morning

Time allowed: 2 hours

At the top of the page, write your surname and other names, your centre number, your candidate number and add your signature.

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INSTRUCTIONS

- **Use black ink or black ball-point pen.**
- **Answer ALL questions.**
- **You must answer the questions in the spaces provided. Do not write 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.**

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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.

01 **FIGURE 1, on page 5, shows an album launch poster for Marissa Saroca.**

The poster shows the bottom half of woman’s face and her shoulders. She is wearing bright red lipstick.

**[In red capitals at the forefront of the poster]
Marissa Saroca boys write love songs too**

**[In black capitals] Album launch Monday May 28
The Grand Underground
TIX \$25 www.stickytickets.com.au/8113
Support by James Chatburn and Jay Chase
[In black lower case] www.marissasaroca.com**



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, on page 5. [8 marks]



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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, on page 5, and the Close Study Product, Common’s ‘Letter to the Free’. [12 marks]

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[Turn over]

12



03 How useful are ideas about narrative in analysing music videos? Refer to the Close Study Product 'Billie Jean' in your answer. [9 marks]





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04 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.

05.1 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]

[Turn over]

6



0 6 Explain how independent films are produced and distributed. Refer to the Close Study Product 'Chicken' in your response. [9 marks]

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9



07 “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

20



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Question	Mark
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