Surname _____

Other Names _____

Centre Number _____

Candidate Number _____

Candidate Signature _____

A-level
MEDIA STUDIES

Media Two

7572/2

Thursday 13 June 2019 Afternoon

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.

[Turn over]

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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.
- 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.

DO NOT TURN OVER UNTIL TOLD TO DO SO

0 1 **FIGURE 1 shows the 'Bioshock Infinite' game cover.**

FIGURE 1

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

Analyse FIGURE 1 using the following semiotic ideas:

- **denotation**
- **connotation**
- **myth.**

[9 marks]

[Turn over]

9

0 2 **Media effects theories argue that the media has the power to shape the audience's thoughts and behaviour.**

How valid do you find the claims made by effects theories? You should refer to TWO of the Close Study Products ('Tomb Raider Anniversary', 'Metroid: Prime 2 Echoes', 'Sims Freeplay') in your answer. [25 marks]

[Turn over]

25

0 3 **Media products often challenge the social and cultural contexts in which they are created.**

To what extent does an analysis of the Close Study Products ('Men's Health', 'Oh Comely') support this view? [25 marks]

[Turn over]

[Turn over]

25

0 4 **To what extent do television producers attempt to target national and global audiences through subject matter and distribution?**

Refer to BOTH of your television Close Study Products to support your answer:

'Capital' AND 'Deutschland 83'

OR

'Witnesses' AND 'The Missing'

OR

'No Offence' AND 'The Killing'

[25 marks]

[Turn over]

[Turn over]

END OF QUESTIONS

25

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

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