



Surname _____

Other Names _____

Centre Number _____

Candidate Number _____

Candidate Signature _____

I declare this is my own work.

A-level

MEDIA STUDIES

Paper 2 Media Two

7572/2

Thursday 11 June 2020 Afternoon

Time allowed: 2 hours

There are no other materials for this paper.

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 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 02 is an extended response question in which you will be rewarded for your ability to construct and develop a sustained line of reasoning that is coherent, relevant, substantiated and logically structured.
- Question 04 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



Answer ALL questions.

FIGURE 1 opposite shows a poster advertising the 'Riverdale' television series. The poster shows a group of teenagers standing outside a diner. There are four girls and three boys in the group.



FIGURE 1

Riverdale poster cannot be reproduced here due to third party copyright restrictions.

[Turn over]



[Turn over]



0	2
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Hall’s theory of encoding and decoding argues that audiences do not simply accept the message encoded in a media product, but are involved in a negotiation with the producer in order to create meaning.

How valid is Hall’s theory in explaining the relationship between the producer and the audience of TV programmes?

You should 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]



0	4
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In a digital world, print magazines have little appeal.

To what extent do you agree with this statement?

You should refer to the magazine *Close Study Products* 'Oh Comely' AND 'Men's Health' to support your answer.

[25 marks]

[Turn over]



Lined writing area with 19 horizontal lines.



[Turn over]





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

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