

Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

I declare this is my own work.

A-level MEDIA STUDIES

Paper 2 Media Two

Thursday 11 June 2020

Afternoon

Time allowed: 2 hours

Materials

There are no other materials for this paper.

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.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- 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.

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



Answer **all** questions.

Figure 1 shows a poster advertising the *Riverdale* television series.

Figure 1

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0 2

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]



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outside the
box*

Extra space _____

25

Turn over for the next question

Turn over ►



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outside the
box*

Extra space _____

25

END OF QUESTIONS



There are no questions printed on this page

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outside the
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**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**



