

Please write clearly in	block capitals.
Centre number	Candidate number
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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Turn over ▶



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]
	l la company de la company



Turn over ▶



Extra space		



0 3	The target audiences for video games change because of the social and cultural contexts in which they are produced.				
	To what extent does an analysis of the Close Study Products <i>Tomb Raider:</i> Anniversary and The Sims FreePlay support this statement?				
	[25 marks]				





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Extra space	

Turn over for the next question

Turn over ►



0 4	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 <i>Oh Comely</i> and <i>Men's Health</i> to support your answer.
	[25 marks]



Turn over ▶

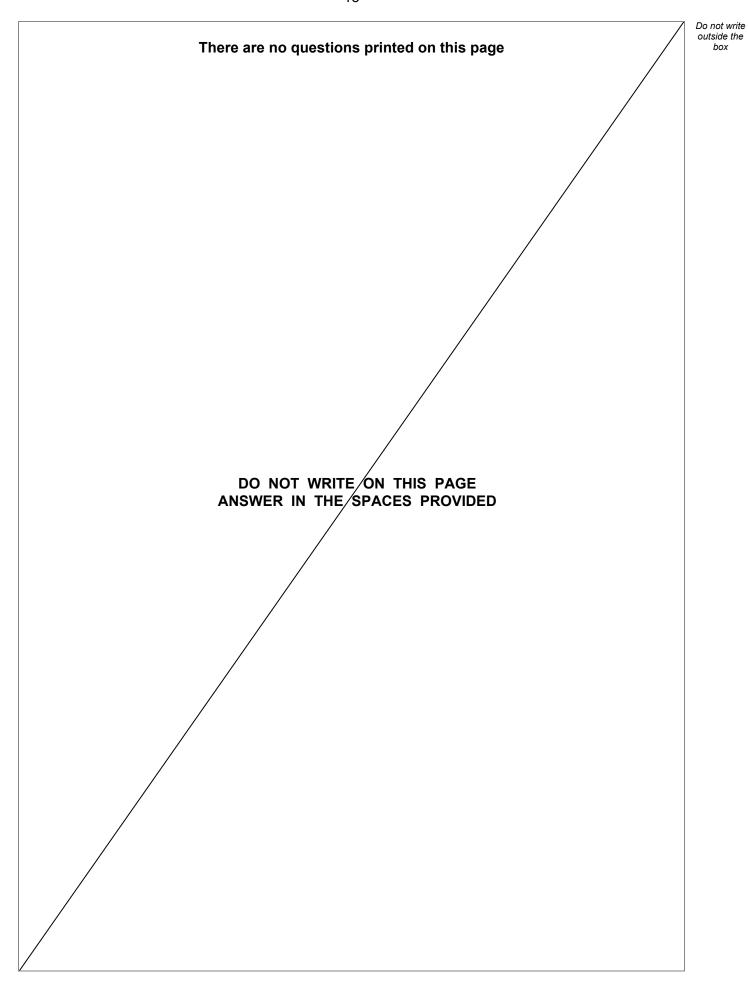
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END OF QUESTIONS







Question number	Additional page, if required. Write the question numbers in the left-hand margin.				



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