

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 1 Media One

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.
- This paper is divided into two sections.
- Question **04** 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.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
TOTAL	



Section A

Media Language and Media Representations

Answer **all** questions in the spaces provided.

0 1

Figure 1 shows an advertisement for the city of Manchester at Christmas time.

Figure 1



Analyse how specific signs construct meanings about Christmas in **Figure 1**.

[8 marks]



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outside the
box*

8

Turn over for the next question

Turn over ►



0 2

Explain how economic and political contexts influence the ways in which media products represent reality.

You should refer to the Close Study Product *Ghost Town* and **Figure 1** to support your answer.

[12 marks]

12



0	3
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To what extent can the *Score* advert be seen as an example of the male gaze?

[9 marks]

<hr/>
9

Turn over for the next question

Turn over ►



0	4
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Steve Neale's summary of genre theory includes consideration of ideas such as sub-genre, hybridity and 'genre as cultural category'.

How valid are Neale's ideas when analysing media products? You should refer to the music video Close Study Product *Letter to the Free*.

[20 marks]



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Horizontal lines for writing.

Turn over for Section B

Turn over ►









Section B


Media Industries and Media Audiences

Answer **all** questions in the spaces provided.

For each question completely fill in the circle alongside the appropriate answers.

CORRECT METHOD  WRONG METHODS    

If you want to change your answer you must cross out your original answer as shown. 

If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown. 

0 5 . 1

Which of the following are terms associated with a Postmodernist approach to the study of media?

Shade **three** circles only.

[3 marks]

- A Bricolage
- B Diegesis
- C Implosion
- D Mytheme
- E Pastiche
- F Syntagm

0 5 . 2

Briefly explain the 'hypodermic needle' theory.

Give an example from the media.

[3 marks]

6



0	6
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Explain how newspapers respond to **and** shape contemporary social and cultural contexts.

You should refer to the Close Study Product the *Daily Mail* to support your answer.

[9 marks]

<hr/> 9

Turn over for the next question

Turn over ►



0	7
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How far do you agree that the film industry demonstrates diversity in production and distribution?

You should refer to the Close Study Product *Chicken* to support your answer.

[20 marks]



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2 1 6 A 7 5 7 2 / 1

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