

Please write clearly, in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

AS MEDIA STUDIES

Written Paper

Date of Exam

Morning Time allowed: 2 hours and 30 minutes

Instructions

- Use black ink or black ball point pen.
- Answer **all** questions.
- You must answer the questions in the spaces provided.
- Do all rough work in this book. Cross through any work that you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 112.
- You are reminded of the need for good English and clear presentation in your answers.
- Questions **2** and **8** are extended response questions 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 **9** 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.

Section A – Media Language and Media Representations.

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

0 1

Study **Figure 1** carefully.

Figure 1



0 1 . **1** Semiotics can be used to analyse media products.

The following statements include **four** examples of semiotic terms being applied correctly to the *Vanity Fair* cover (**Figure 1**).

Write the letters that match the **four** statements that applies the semiotic terms correctly in **Table 1**.

[4 marks]

- A** The bouquet of pink flowers has connotations of potential romance.
- B** The denotation of the woman's white gloves is style and elegance.
- C** The featured French flag is an index of the country France.
- D** The facial expression of the woman is part of a non-verbal code.
- E** The images of a green dress, a bouquet and a clutch bag are all icons.
- F** The images of the seated male is the dominant signifier in this text.

Table 1

Correct statement	Letter
Correct statement 1	
Correct statement 2	
Correct statement 3	
Correct statement 4	

0	3
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Study **Figure 2** carefully.

Figure 2

The image for Figure 2 has been removed for copyright reasons but can be accessed here

http://www.crazyaboutmagazines.com/ourshop/prod_2678593-Tatler-magazine-June-2013-Royal-Baby-cover.html

0	4
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Briefly explain the meaning of the term 'hegemony'.

[2 marks]

Section B – Media Industries and Media Audiences.

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

0 5

Briefly explain what is meant by the term 'cultivation theory'.

[2 marks]
