



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

Wednesday 22 May 2019

Morning

Time allowed: 2 hours 30 minutes

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.
- Do all rough work in this book. Cross through any work that you do not want to be marked.

Information

- The marks for each question 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.
- This paper is divided into three sections:
Section A: Media Language and Media Representations – 40 marks
Section B: Media Industries and Media Audiences – 32 marks
Section C: Close Study Products – 40 marks
- 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.

For Examiner's Use	
Question	Mark
1	
2	
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TOTAL	



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Section A – Media Language and Media Representations

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

0 1

Figure 1 shows a magazine cover of *Vogue*.

Figure 1

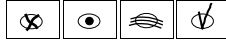


For each answer completely fill in the circle alongside the appropriate answer.

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 1 . 1

Semiotics can be used to analyse media products.

The following statements include four examples of semiotic terms being applied correctly to the *Vogue* cover in **Figure 1**.

Which **four** of these statements are correct? Shade **four** boxes only.

[4 marks]

- A** The words on the cover help to anchor the meaning of the main image.
- B** The magazine's colour palette is being used to connote 'romance'.
- C** The cover lines are not part of a symbolic code.
- D** The clothes worn by the models are part of a non-verbal code.
- E** The typography used in the *Vogue* masthead has been used to create a brand image.
- F** The cover has been constructed to challenge dominant ideologies around fashion.

Question 1 continues on the next page

Turn over ►



0 1 . 2

Briefly explain the term 'paradigm'. Identify **two** examples of paradigms in **Figure 1**.

[4 marks]

8



0 2

Question 2 is based on both of the following:

- **Figure 1**, the *Vogue* cover (May 2018), provided
- the Close Study Product: *Maybelline 'That Boss Life'*.

Compare the specific choices that have been made in the representation of cultural diversity in the two products.

In your answer, you must consider:

- how cultural diversity is represented through processes of selection and combination
- the reasons for the choices made in the representation of cultural diversity
- the similarities and differences in the representations of cultural diversity
- how far these representations are influenced by historical, social and political contexts of media.

[20 marks]

Turn over ►



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Turn over for the next question

Turn over ►



0 3

Figure 2 shows a promotional pre-release image (advert) for the video game *Beyond Good and Evil 2*.

Figure 2



Analyse the representation of gender in **Figure 2** in terms of Barthes' levels of signification (denotation, connotation and myth).

[10 marks]



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0	4
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Briefly explain the term 'stereotype'.

[2 marks]

<hr/> 2



Section B – Media Industries and Media Audiences*Do not write
outside the
box*Answer **all** questions in the spaces provided.**0 5**

Briefly explain the term 'media conglomerate'.

[2 marks]

2**Turn over for the next question****Turn over ►**

0 6

Explain how Uses and Gratifications theory can be used to understand the ways media products attempt to satisfy audience needs.

Use Common's *Letter to the Free* to support your answer.

[15 marks]



Turn over for the next question

<hr/> 15

Turn over ►



0 9

To what extent does *The War of the Worlds* demonstrate the impact of media products?

[20 marks]

Turn over ►



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END OF QUESTIONS



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2 4



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