



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

A-level MEDIA STUDIES

Media One

Wednesday 5 June 2019

Morning

Time allowed: 2 hours

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 84.
- You are reminded of the need for good English and clear presentation in your answers.
- This paper is divided into two sections.
- Question 4 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	



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Section A – Media Language and Media Representations

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

You are advised to spend around **70** minutes on this section.

0 1 **Figure 1** shows an album launch poster for Marissa Saroca.

Figure 1 Album launch poster

The following figure cannot be reproduced here due to third-party copyright restrictions.



Section B – Media Industries and Media Audiences

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

You are advised to spend around **50** minutes on this section.

0 5 . 1 The following are terms relating to cultural industries:

- A.** vertical integration
- B.** media conglomerate
- C.** diversification.

Write **A**, **B** or **C** in the box next to the definition that matches each of these three terms. Use each letter only once.

[3 marks]

A company owns different businesses in the same chain of production and distribution.

A company owns several businesses of the same value.

A company owns numerous companies involved in mass media enterprises.

A company that operates globally, across continents.

A corporate strategy to enter into a new market or industry in which the business doesn't currently operate.

A corporate strategy to increase control over one particular media domain, eg film or television.

0 5 . 2 What is meant by the term 'fandom'? Identify **two** examples of fandom in action.

[3 marks]



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