



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

I declare this is my own work.

A-level MEDIA STUDIES

Paper 1 Media One

Wednesday 3 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.
- 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	



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Section A

Media Language and Media Representations.

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

Figure 1 shows an advertisement for Capcom's Resident Evil 2, a 2019 reboot of a computer game originally released in 1998 that is set in Raccoon City during a zombie apocalypse.

Figure 1



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Analyse the relationship between signifiers and signifieds in **Figure 1**.

[8 marks]

8

Turn over for the next question

Turn over ►



0	2
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Explain how representations of power within media products reflect their social and cultural contexts.

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

[12 marks]

12



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0 3

To what extent is Common's *Letter to the Free* ideological?

[9 marks]

9

Turn over for the next question

Turn over ►



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box*

0 4

How valid are Baudrillard’s ideas of simulation and hyperreality to understanding the media?

You should refer to the Close Study Products *Score* and *Maybelline* to support your answer.

[20 marks]



Turn over for Section B

Turn over ▶









Section B


Media Audiences and Media Industries.

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 **three** of the following are agents of socialisation?

Shade **three** circles only.

[3 marks]

- A Digital natives
- B Education
- C Enculturation
- D Textual poachers
- E The family
- F The Mass Media

0 5 . 2 Briefly explain the term Moral Panic.

Give an example from the media.

[3 marks]



0 6

Explain how historical contexts influence how audiences respond to media products.

You should refer to the Close Study Product *The War of the Worlds* to support your answer.

[9 marks]

9

Turn over for the next question

Turn over ▶



0 7

It has been argued that the film industry has been revolutionised by the use of new technology at both production and distribution stages.

How far do you agree with this statement?

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

[20 marks]



20

END OF QUESTIONS



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