

ADDITIONAL SPECIMEN ASSESSMENT MATERIAL

Please write clearly, in blo	apitals.
Centre number	Candidate number
Surname	
Forename(s)	
Candidate signature	

A-level MEDIA STUDIES

Media One

Date of exam

Morning

Time allowed: 2 hours

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 84.
- You are reminded of the need for good English and clear presentations in your answers.
- 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.

Section A – Media Language and Media Representations.

Answer all questions in the spaces provided.

Study Figure 1 carefully.

Figure 1

This image has been removed for copyright purposes but can be accessed by following this link:

Fendi print advertisement

How are values and ideologies constructed by the use of med Figure 1 ?	
	[8 marks

0 1

0 2 How do representations of gender reflect contemporary social and cultural contexts?

You should refer to the Fendi advert (**Figure 1**) and the *Maybelline* advertising and marketing Close Study Product.

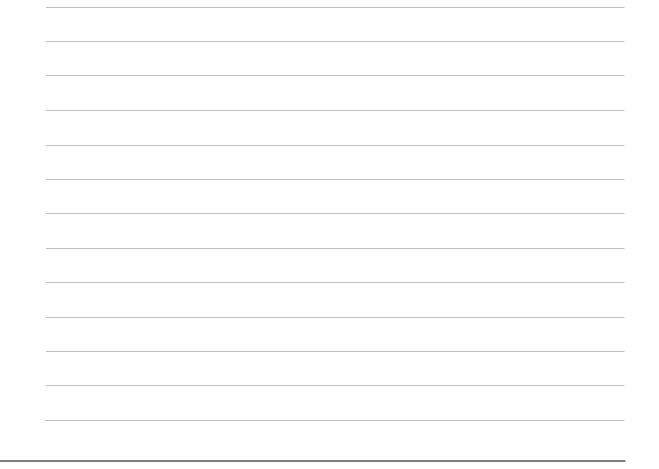
[12 marks]

Turn over for the next question

How useful is Stuart Hall's theory of encoding and decoding in analysing the meaning of the *Score* hair cream advertising and marketing Close Study Product (**Figure 2**)? [9 marks]



Figure 2

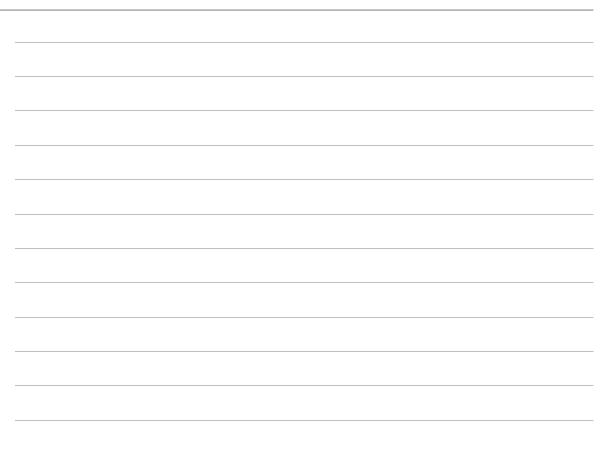


0 3

Turn over for the next question

0 4	Paul Gilroy has identified the emergence of a Black Atlantic culture. He argues that the themes and techniques go beyond ethnicity and nationality to produce something new.		
	How valid is Gilroy's argument? You should refer to your music video Close Study Products, <i>Billie Jean</i> and <i>Letter to the Free</i> .		
	[20 marks]		





Section B – Media Audiences and Media Industries.

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

For the n	etHOD • WRONG METHODS • • • •	ne appropriate answer(s).
	nt to change your answer you must cross out your original answ h to return to an answer previously crossed out, ring the answer	
	Which two of these terms are associated with cultivation the	eory?
ç	Shade two boxes only.	[2 marks]
Α	Convergence	0
В	Cumulation	\bigcirc
С	Framing	0
D	Mainstreaming	0
E	Mean World Index	0
F	Myth making	\bigcirc

Turn over for the next question

5. 2 Identify two strategies or techniques used by Radio 1 to attract a youth audience. Explain the reason for each.

1. [4 marks]
1.
2.

0 6 Explain how regulatory contexts shape the output of media industries. You should refer to your radio Close Study Product, The Surgery. [9 marks]

0 7 Ide

Ideology can be defined as a collection of values and beliefs.

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To what extent do media products target audiences by constructing an ideological view of the world?

You should refer to your newspaper Close Study Products, The i and The Daily Mail.

[20 marks]



END OF QUESTIONS

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