

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

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](#)

Turn over for the next question

Section B – Media Audiences and Media Industries.

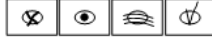
Answer **all** questions in the spaces provided.


For the multiple-choice questions, completely fill in the circle alongside the appropriate answer(s).


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 **two** of these terms are associated with cultivation theory?

Shade **two** boxes only.

[2 marks]

- | | |
|---------------------------|--------------------------|
| A Convergence | <input type="checkbox"/> |
| B Cumulation | <input type="checkbox"/> |
| C Framing | <input type="checkbox"/> |
| D Mainstreaming | <input type="checkbox"/> |
| E Mean World Index | <input type="checkbox"/> |
| F Myth making | <input type="checkbox"/> |

Turn over for the next question

0 5 . **2** Identify **two** strategies or techniques used by Radio 1 to attract a youth audience.
Explain the reason for each.

[4 marks]

1.

2.

END OF QUESTIONS

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