

## ADDITIONAL SPECIMEN ASSESSMENT MATERIAL

Please write clearly, in block capit		
Centre number	Candidate number	
Surname		
Forename(s)		
Candidate signature		

# A-level MEDIA STUDIES

Media Two

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 2 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.
- Question 4 is a synoptic questions 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.

Study **Figure 1** carefully.

### Figure 1

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

**Empire television advertisement** 

0 1	Analyse Figure 1 using the following feminist ideas:		
	<ul><li>male gaze</li><li>post-feminism.</li></ul>		
	• розстопинат.	[9 marks]	
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0 2	Cultivation theory argues that TV viewing had long term effects on the audience which were gradual but significant.		
	How valid do you find the claims made by cultivation theory about audience response?		
	You should refer to the Television Close Study Products.	[25 marks]	

0 3	Media products are shaped by the economic and political contexts in which they are created.	
	To what extent does an analysis of your online, social and participatory Close Study Products ( <i>The Voice</i> and <i>Teen Vogue</i> ) support this view?	
	[25 marks]	

0 4	To what extent do video game makers target audiences through changing representations?		
	Refer to Close study products <i>Lara Croft</i> and <i>Metroid Prime</i> to support your answer.  [25 marks]		

### **END OF QUESTIONS**

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