

Please write clearly ir	า block capitals.
Centre number	Candidate number
Surname	
Forename(s)	
Candidate signature	I declare this is my own work.

A-level MEDIA STUDIES

Paper 1 Media One

Monday 20 May 2024

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		



Section A

Media Language and Media Representations

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

0 1

Figure 1 is an advertisement for Omega watches which refers to the film *Skyfall*, part of the James Bond spy thriller franchise.

Figure 1





Do not write outside the box

Analyse how genre is used to advertise the product in Figure 1 .	[8 marks]
Turn over for the next question	

Turn over ▶



2	Explain how the audience positioning techniques used to advertise produnistorical and cultural contexts.	ıcts reflect
	You should refer to the advertisement for Omega watches in Figure 1 an advertising Close Study Product <i>Score</i> to support your answer.	nd the
		[12 marks]



3	To what extent does the Close Study Product <i>Ghost Town</i> include pos negative stereotypes of youth?	itive and
	negative distributions of years.	[9 marks]
	Turn over for the next question	
	rum over for the next question	



Turn over ▶

0 4	How valid is Lévi-Strauss' idea that myths communicate through binary oppositions?
	You should refer to the Close Study Products Sephora and Score to support your answer.
	[20 marks]



'	
	Do not writ
	outside the box
	DOX
	
l l	l I —— I

20

Turn over for Section B





Section B

Media Industries and Media Audiences

Answer all questions in the spaces provided.

For each qu	uestio	on completely fill in the circle alongside the appropriate answers.		
CORRECT METH	METHOD WRONG METHODS			
If you want	to ch	ange your answer you must cross out your original answer as shown.		
If you wish as shown.	to ret	urn to an answer previously crossed out, ring the answer you now wish	n to select	
0 5 . 1		ch three of the following terms are associated with Curran and Seaton ut power and media industries?	's ideas	
	Sha	de three circles only.		
			[3 marks]	
	Α	cognitive surplus	0	
	В	deregulation	0	
	С	globalisation	0	
	D	mainstreaming	0	
	E	mass amateurisation	0	
	F	media concentration	0	
0 5 . 2	Brie	fly explain the media term 'textual poaching'.		
	Give	e an example of textual poaching from the media.	[3 marks]	



0 6	Explain how social and political contexts impact newspaper regulation.
	You should refer to the Close Study Product <i>The Guardian</i> to support your answer. [9 marks]

Turn over ▶

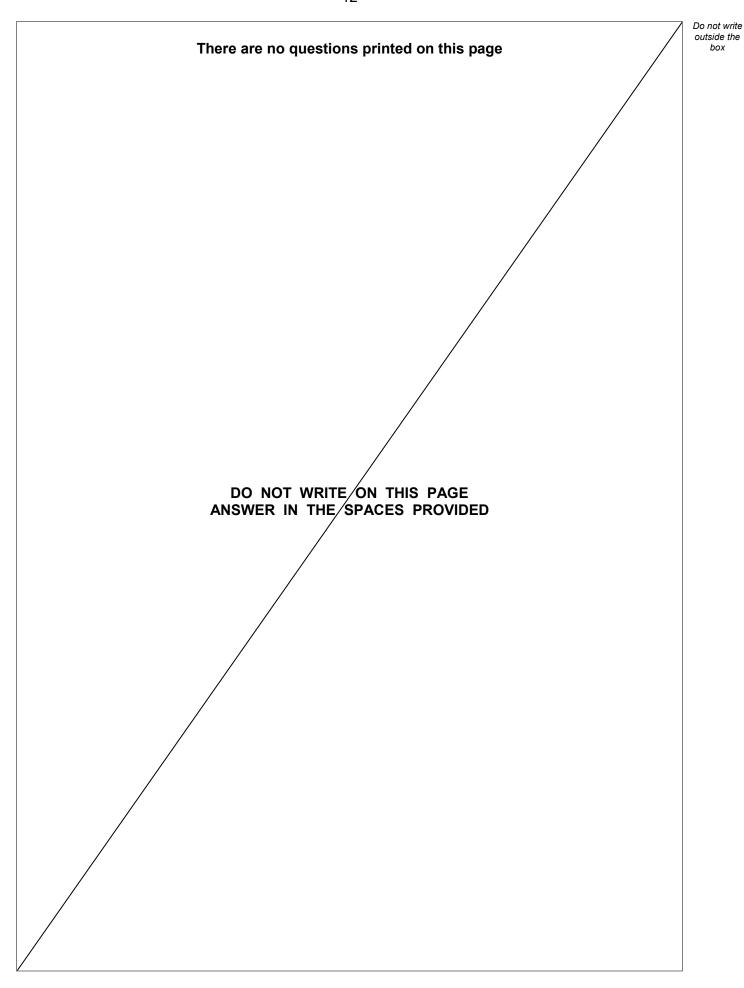


0 7	How far do you agree that identifying and then addressing a target audience is vital to a media product's success?
	You should refer to the Close Study Products <i>The War of the Worlds</i> and <i>Newsbeat</i> to support your answer.
	[20 marks]



	Do not write outside the
	box
	20
END OF QUESTIONS	







Additional page, if required. Write the question numbers in the left-hand margin.



Question number	Additional page, if required. Write the question numbers in the left-hand margin.
Hambon	



Question number	Additional page, if required. Write the question numbers in the left-hand margin.



16 Do not write outside the There are no questions printed on this page

DO NOT WRITE ON THIS PAGE ANSWER IN THE SPACES PROVIDED

Copyright information

For confidentiality purposes, all acknowledgements of third-party copyright material are published in a separate booklet. This booklet is published after each live examination series and is available for free download from www.aqa.org.uk

Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright-holders may have been unsuccessful and AQA will be happy to rectify any omissions of acknowledgements. If you have any queries please contact the Copyright Team.

Copyright © 2024 AQA and its licensors. All rights reserved.





IB/G/Jun24/7572/1