Please write clearly, in block capitals.

Centre number |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- |

Candidate number


Surname
Forename(s)
Candidate signature

## AS

## MEDIA STUDIES

## Written Paper

## Date of Exam

MorningTime allowed: 2 hours and 30 minutes

## 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 112.
- You are reminded of the need for good English and clear presentation in your answers.
- Questions 2 and $\mathbf{8}$ are extended response questions 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 9 is a synoptic question 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.


## Section A - Media Language and Media Representations.

Answer all questions in the spaces provided.

| $\mathbf{0}$ | $\mathbf{1}$ | Study Figure 1 carefully. |
| :--- | :--- | :--- |

Figure 1

© Jeff Morgan 09 / Alamy Stock

| 0 | 1 | 1 | Semiotics can be used to analyse media products. |
| :--- | :--- | :--- | :--- |

The following statements include four examples of semiotic terms being applied correctly to the Vanity Fair cover (Figure 1).

Write the letters that match the four statements that applies the semiotic terms correctly in Table 1.

A The bouquet of pink flowers has connotations of potential romance.

B The denotation of the woman's white gloves is style and elegance.

C The featured French flag is an index of the country France.

D The facial expression of the woman is part of a non-verbal code.

E The images of a green dress, a bouquet and a clutch bag are all icons.

F The images of the seated male is the dominant signifier in this text.

Table 1

| Correct statement | Letter |
| :---: | :---: |
| Correct statement 1 |  |
| Correct statement 2 |  |
| Correct statement 3 |  |
| Correct statement 4 |  |


| $\mathbf{0}$ | $\mathbf{1}$ | $\mathbf{2}$ Identify and explain two conventions of magazine covers using Vanity Fair as an |
| :--- | :--- | :--- | :--- | example of the genre.

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| 0 | 2 |
| :--- | :--- | Question 2 is based on both of the following:

- Figure 1, the Vanity Fair cover (1959), provided
- the video game Close Study Product you have studied: Tomb Raider Anniversary (2007).

Study Figure 1 carefully and use this magazine cover and the set video game you have studied when answering the question.

Compare the specific choices that have been made in the representation of gender in the two products.

In your answer, you must consider:

- how gender is represented through processes of selection and combination
- the reasons for the choices made in the representation of gender
- the similarities and differences in the representations of gender
- how far these representations are influenced by historical, social and political contexts of media.
[20 marks]
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| 0 | 3 | Study Figure 2 carefully. |
| :--- | :--- | :--- |

Figure 2

The image for Figure 2 has been removed for copyright reasons but can be accessed here
http://www.crazyaboutmagazines.com/ourshop/prod 2678593-Tatler-magazine-June-2013-Royal-Baby-cover.html

Analyse the representation of royalty in Figure 2 in terms of Barthes' levels of signification (denotation, connotation and myth).
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| :--- | :--- | Briefly explain the meaning of the term 'hegemony'.

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Section B - Media Industries and Media Audiences.
Answer all questions in the spaces provided.

| $\mathbf{0}$ | $\mathbf{5}$ | Briefly explain what is meant by the term 'cultivation theory'. |
| :--- | :--- | :--- |

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| 0 | 6 |
| :--- | :--- |
|  | Explain how media organisations build and maintain audiences nationally and | globally.

Use either The Missing or Deutschland 83 or The Killing to support your answer.
[15 marks]

| 0 | $\mathbf{7}$ | Explain how the social, political and cultural contexts of media influence how |
| :--- | :--- | :--- | audiences may interpret the same media in different ways.

Use Common's Letter to the Free to support your answer.

## Section C - Close Study Products.

Answer all questions in the spaces provided.

| $\mathbf{0}$ | $\mathbf{8}$ Stuart Hall said that "decodings do not necessarily follow from encodings" suggesting |
| :--- | :--- | :--- | that because a producer encodes a message in a particular way that does not mean it will be decoded in that particular way.

Use Hall's theory of encoding and decoding to analyse the extent to which this is true of The War of the Worlds.

| $\mathbf{0}$ | $\mathbf{9}$ To what extent is Teen Vogue constructed to respond to the demands of various |
| :--- | :--- | interested groups?

In your response you should consider groups which have influence online, for example consumers, advertisers and competitors.
[20 marks]
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END OF QUESTIONS

