Please write clearly, in block	pitals.	
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 presentation 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.

#### Figure 1

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

https://i.pinimg.com/736x/c8/70/c7/c870c778e8a1bc9812e9ec1500927820--patek-phillippe-g-shockwatches.jpg

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How are representations of masculinity shaped by cultural and historical contexts?

Your answers should refer to the Patek Phillipe advert (**Figure 1** – published 2014) and your Close Study Product, the Score hair cream advert (**Figure 2** – published 1967).



Figure 2

© Bristol Myers Co. 1967 [12 marks]



To what extent can Michael Jackson's *Billie Jean* video be seen as an example of intertextuality?

#### [9 marks]

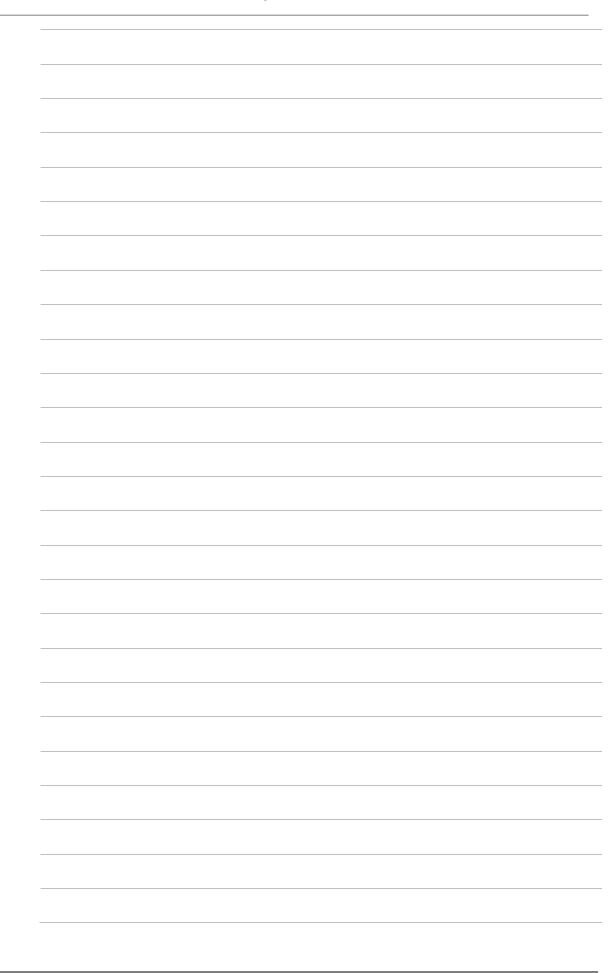


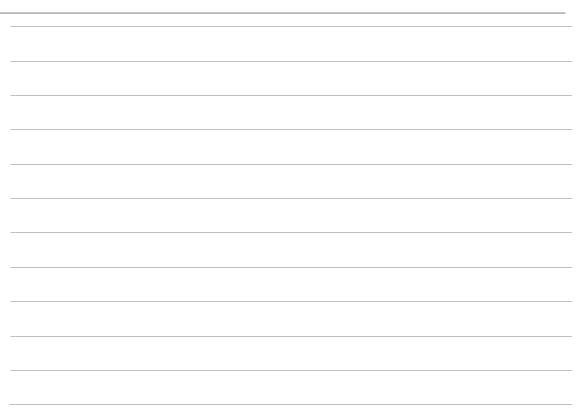
Steve Neale argues that the appeal of genres is that they are 'instances of repetition and difference'.

How valid is Neale's claim? In your response you should refer to your music video close study products, *Billie Jean* and *Letter to the Free*.

[20 marks]







Section B – Media Audiences and Media Industries. Answer <b>all</b> questions in the spaces provided.	
0 5	Identify <b>three</b> strategies that distributors use to market low budget films. Explain <b>one</b> benefit of each strategy. Each of the benefits should be different. [6 marks]
	Strategy 1/Benefit 1
	Strategy 2/Benefit 2
	Strategy 3/Benefit 3

Explain the influence of economic factors on the production and content of newspapers.

In your response you should refer to your Close Study Products *The i* and *The Daily Mail*.

[9 marks]



Turn over for the next question

In your answer you should refer to your Close Study Products the *i* and the *Daily Mail*.

[20 marks]





END OF QUESTIONS

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