

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 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.
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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-philippe-g-shock-watches.jpg>

0 2

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

Your answers should refer to the Patek Philippe 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]

Section B – Media Audiences and Media Industries.

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

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Identify **three** strategies that distributors use to market low budget films. Explain **one** 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 _____

Turn over for the next question

END OF QUESTIONS

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