

| | | |
|-------------------|------------------|---------------------|
| Candidate Name | Centre Number | Candidate Number |
| | | |



GCE A level

1294/01

MEDIA STUDIES

MS4

Media – Text, Industry and Audience

P.M. THURSDAY, 16 June 2011

2½ hours

| Section | Question Chosen | Media Industry Chosen | Examiner use only Mark |
|---------|--------------------|----------------------------|------------------------------|
| A | | | |
| B | | | |
| B | | | |
| | | Total (90) | |
| | | Examiner's Initials | |

1294
01/0001

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Answer **three** questions: **one** question from Section A and **two** questions from Section B. You **must** use a **different media industry** for each question you choose.

Once you have chosen your questions, fill in the box above.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question.

You are reminded that assessment will take into account the quality of written communication used in your answers.

You are reminded that this paper is synoptic and so will test understanding of the connections between the different elements of the subject.

Answer **one** question from Section A and **two** questions from Section B.

Once you have chosen your questions, **fill in the box** on the front page of this Answer Book.

You **must** use a **different media industry** for each question.

For each industry, you **must** refer to the **three main texts** you have studied.

SECTION A: TEXT

Answer **one** question from this section.

Either,

A1. How stereotypical are the representations of gender in your chosen texts? [30]

Or,

A2. How conventional is the narrative structure of your chosen texts? [30]

SECTION B: INDUSTRY AND AUDIENCE

Answer **two** questions from this section, **using a different media industry for each.**

You **must** refer to the **three main texts** you have studied in each answer.

B1. Explore the different ways in which audiences and/or users respond to your chosen texts. [30]

B2. To what extent is the success of your chosen texts dependent on stars and/or celebrities? [30]

B3. With reference to your selected industry, explore how far your chosen texts are global. [30]

B4. Explore how your chosen texts use digital technology in their marketing. [30]



Question
number

A large area of the page is filled with horizontal dotted lines, providing space for writing answers.

Question
number

Examiner
only

A large area of the page is filled with horizontal dotted lines, providing a space for writing answers to the question.

Question
number

Area with horizontal dotted lines for writing.

Question
number

Examiner
only

A large area of the page is filled with horizontal dotted lines, providing a space for writing answers to the question.



Examiner only

Question number

Area with horizontal dotted lines for writing.

Question
number

Examiner
only

A large area of the page is filled with horizontal dotted lines, providing a space for writing answers to the question.

Question
number

Area with horizontal dotted lines for writing.

Question
number

Examiner
only

A large grid of horizontal dotted lines for writing answers, spanning the width of the page between the 'Question number' and 'Examiner only' columns.

Question
number

Examiner
only

A large area of the page is filled with horizontal dotted lines, providing a space for writing answers to the question.

Question
number

Examiner
only

A large area of the page is filled with horizontal dotted lines, providing a space for writing answers to the question.

Question
number

Examiner
only

A large area of the page is filled with horizontal dotted lines, providing a space for writing answers to the question.

Question
number

Examiner
only

A series of horizontal dotted lines for writing, spanning the width of the page between the 'Question number' and 'Examiner only' columns.

Question
number

Examiner
only

A large area of the page is filled with horizontal dotted lines, providing a space for writing answers to the question.

Question
number

Examiner
only

A large area of the page is filled with horizontal dotted lines, providing a space for writing answers to the question.

Question
number

Examiner
only

A large area of the page is filled with horizontal dotted lines, providing a space for writing answers to the question.

