

Candidate Name	Centre Number	Candidate Number
		2



GCE A level

1294/01

MEDIA STUDIES

MS4

Media – Text, Industry and Audience

A.M. THURSDAY, 27 January 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. Explore the key representations in your chosen texts. [30]

Or,

A2. How do your chosen texts reinforce or challenge typical genre conventions? [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. How have your chosen texts been constructed to appeal to their audiences? [30]

B2. To what extent have your chosen texts been affected by regulation issues? [30]

B3. With reference to your selected industry, explore the ways in which your chosen texts are marketed and/or promoted. [30]

B4. What different pleasures do your chosen texts offer audiences? [30]

Question number

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Question
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Question number

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Examiner
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Question
number

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Question
number

Examiner
only

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Question
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Examiner
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Question
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Examiner
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Question
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Question
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Question
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Examiner
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