

Surname	Centre Number	Candidate Number
Other Names		2



GCE A level

1294/01

MEDIA STUDIES

MS4

Media – Text, Industry and Audience

A.M. FRIDAY, 15 June 2012

2½ hours

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

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.*

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

Either,

A1. Explore the different ways in which people are represented in your three main texts. [30]

Or,

A2. How typical are your three main texts of their genre? [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. Discuss the audience appeal of your three main texts. [30]

B2. Explore the impact of regulation on your three main texts. [30]

B3. How effectively were your three main texts marketed? [30]

B4. ‘The main function of a media text is to entertain its audience.’ How true is this for your three main texts? [30]



Question
number

Examiner
only

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1294
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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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