



GCE A level

1294/01

MEDIA STUDIES – MS4

MEDIA – TEXT, INDUSTRY AND AUDIENCE

P.M. TUESDAY, 4 June 2013

2½ hours plus your additional time allowance

Surname _____

Other Names _____

Centre Number _____

Candidate Number 2 _____

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

INSTRUCTIONS TO CANDIDATES

Use black ink, black ball-point pen or your usual method.

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 ON PAGE 2.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-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 page 2 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 narrative structure of your three main texts. [30]

OR,

A2. ‘Most texts today mix genres.’ How true is this of your three main 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. What do texts offer audiences? Refer to your three main texts in your answer. [30]

B2. How do your three main texts use digital technology? [30]

B3. How do your three main texts position audiences? [30]

B4. To what extent are your three main texts global? [30]

