



GCE A level

1294/01

MEDIA STUDIES – MS4

Media – Text, Industry and Audience

A.M. TUESDAY, 10 June 2014

2 hours 30 minutes plus your additional time allowance

Surname _____

Other Names _____

Centre Number _____

Candidate Number 2 _____

		For Examiner's use only		
Section	Question	Media Industry Chosen	Maximum Mark	Mark Awarded
A			30	
B			30	
B			30	
Total			90	

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. To what extent do your three main texts challenge genre conventions? [30]

OR,

A2. Explore the key gender representations in 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. Discuss the marketing strategies used by your selected industry. Refer to your three main texts. [30]**
- B2. How important are high production values to your three main texts? [30]**
- B3. Explore the different ways audiences respond to your three main texts. [30]**
- B4. To what extent do your three main texts target a mainstream audience? [30]**

