

Surname	Centre Number	Candidate Number
Other Names		2



GCE A level

1294/01

MEDIA STUDIES – MS4
Media – Text, Industry and Audience

A.M. FRIDAY, 17 January 2014

2 hours 30 minutes

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

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010001

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 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 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 how the key representations in your three main texts have been constructed. [30]

Or,

A2. Explore how narrative is constructed in your three main texts. [30]

SECTION B: INDUSTRY AND AUDIENCE

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

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

B1. Explore the use of digital technologies in your selected industry. Refer to your three main texts. [30]

B2. How is your chosen industry regulated? Refer to your three main texts. [30]

B3. To what extent do your three main texts appeal to different audiences? [30]

B4. 'A global audience is important to media industries.' Discuss this statement with reference to your three main texts. [30]

Question
number

Examiner
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010003

Question
number

Examiner
only

A large table with 18 rows and 2 columns. The columns are labeled 'Question number' and 'Examiner only'. The table contains 18 rows of 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.

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010005

Question
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Question
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Question
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Table with 2 columns: Question number and Examiner only. The table contains 26 rows of horizontal dotted lines for writing.

Question
number

Examiner
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010009

Question number

Examiner only

A large grid area for recording answers, consisting of a vertical column on the left for 'Question number' and a large central area with horizontal dotted lines for writing. This area is also bounded by a vertical line on the right, which is labeled 'Examiner only'.

Question
number

Examiner
only

Table with 2 columns: Question number, and a large empty area for writing. The table is defined by vertical lines on the left and right, and horizontal dotted lines for rows.

Question
number

Examiner
only

A large grid of 20 rows and 2 columns. The left column is for 'Question number' and the right column is for 'Examiner only'. The main area is a grid of 20 rows and 1 column, bounded by dotted lines.

Question
number

Examiner
only

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

Question
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Examiner
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A large table with 20 rows and 2 columns. The left column is for 'Question number' and the right column is for 'Examiner only'. The main body of the table is empty, with horizontal dotted lines separating the rows.

Question
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Examiner
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A large grid area for marking, consisting of 20 rows and 10 columns. Each cell is defined by a solid vertical line on the left and right, and a dotted horizontal line at the top and bottom. The grid is currently empty.

Question
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Examiner
only

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Question
number

Examiner
only

Area containing horizontal dotted lines for writing answers.

END OF PAPER