GCE A level

1294/01

MEDIA STUDIES – MS4

Media – Text, Industry and Audience

A.M. FRIDAY, 5 June 2015

2 hours 30 minutes plus your additional time allowance

Surname _____

Other Names _____

Centre Number _____

Candidate Number 2 _____

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			For Examiner's use only	
	Question	Media Industry Chosen	Maximum Mark	Mark Awarded
Section A			30	
Section B			30	
Section 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. 'All media representations are constructed.' Discuss with reference to your three main texts. [30]

OR,

A2. 'Media texts contain complex narratives.' 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 QUESTION.

You MUST refer to the THREE MAIN TEXTS you have studied in EACH answer.

B1. Explore the different audience appeals of your three main texts. [30]

B2. Discuss the importance of social media in the marketing and promotion of your three main texts. [30]

B3. To what extent do your three main texts target a global audience? [30]

B4. How important are digital technologies to the success of your three main texts? [30]

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