



**GCE A level**

**1294/01**

**MEDIA STUDIES – MS4**

**Media – Text, Industry and Audience**

**A.M. WEDNESDAY, 8 June 2016**

**2 hours 30 minutes plus your additional time allowance**

**Surname** \_\_\_\_\_

**Other Names** \_\_\_\_\_

**Centre Number** \_\_\_\_\_

**Candidate Number** 2 \_\_\_\_\_

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

## **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. ‘Media representations of people are often simplistic.’  
How true is this of the representations of people in your three main texts? [30]**

**OR,**

**A2. ‘Narratives generally follow a linear structure.’  
Discuss with reference to 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. Discuss the different ways audiences are positioned by your three main texts. [30]**
  
- B2. All media texts are subject to regulation. How has regulation affected your three main texts? [30]**
  
- B3. Explore the key factors which influence the production of your three main texts. [30]**
  
- B4. Discuss actual audience responses to your three main texts. [30]**









































































