



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

AS MEDIA STUDIES

Unit 1 Investigating Media

Thursday 19 May 2016

Morning

Time allowed: 2 hours

(including 15 minutes' viewing time)

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions in Section A and **one** question from Section B.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all planning in this book. Cross through any work you do not want to be marked.

Information

- The marks for each question are shown in brackets.
- The maximum mark for this paper is 80.
- You will be expected to show that you know and understand:
 - media concepts, contexts and critical debates
 - how meanings and responses are created within media products and processes.
- You will also be marked on your ability to:
 - use good English
 - organise relevant information clearly
 - use specialist vocabulary where appropriate.

Advice

- You are advised to spend 1 hour 15 minutes (including 15 minutes' viewing time) planning and writing your answers to Section A.
- You should spend 45 minutes planning and writing your answers to Section B.



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Section A
Texts, Concepts and Contexts

Answer **all** questions in Section A.

Read the information and the four questions below.

You will be shown a media product **three** times. In between viewings you should make notes in response to the questions below in the space provided. These notes will not be marked.

You should spend approximately **15 minutes** answering **each** question in Section A.

You should support your answers with evidence from the media product.

You are about to watch the opening sequence to the BBC1 TV programme *Scrappers*. *Scrappers* is an observational documentary series – a genre sometimes known as docusoap. It focuses on ‘Metro Salvage’, a large scrap metal yard in the North West of England. It follows the lives of the owners of the yard, who are a married couple called Terry and Lindsey, and their employees. The BBC described *Scrappers* as being “warm and wonderful”, “a character-driven... uplifting story of second chances”.

The first series consisted of six, 30-minute episodes. It was broadcast on BBC1, starting in August 2014 in the primetime slot of Thursday evening at 8.30 pm. It was considered a ratings success, with an audience of approximately three million and the possibility of a second series.

- | | | | |
|------------|-----------------------------|---|-------------------|
| 0 1 | Media Representation | How is the representation of the ‘Metro Salvage’ workers as a family unit constructed? | [12 marks] |
| 0 2 | Media Forms | How does the sequence encourage the viewer to continue watching? | [12 marks] |
| 0 3 | Media Institutions | How does the sequence reflect the BBC’s stated aims as a public service broadcaster to “inform, educate and entertain”? | [12 marks] |
| 0 4 | Media Audiences | How does the sequence attempt to appeal to a prime-time, mainstream audience? | [12 marks] |



You may make notes on pages 3, 4 and 5. These notes will not be marked.



You may make notes on pages 3, 4 and 5. These notes will not be marked.



You may make notes on pages 3, 4 and 5. These notes will not be marked.



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Turn over for the next question

Turn over ►



Lined writing area for student response.

Turn over for the next question

12



Turn over ►

Section B
Cross-Media Study

Answer **one** question from this section, using materials from your cross-media study.

Answer **either** Question 5 on page 15 **or** Question 6 on page 21.

You should spend approximately **45 minutes** planning and writing your answer.

You may make notes on this page. These notes will not be marked.



You may make notes on this page. These notes will not be marked.



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