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| Surname | Centre Number | Candidate Number |
| Other Names | | 2 |



GCE A level

1294/01

MEDIA STUDIES – MS4

Media – Text, Industry and Audience

A.M. THURSDAY, 17 January 2013

2½ hours

| Section | Question Chosen | Media Industry Chosen | Examiner use only Mark |
|----------------------------|-----------------|-----------------------|------------------------|
| A | | | |
| B | | | |
| B | | | |
| Total (90) | | | |
| Examiner's Initials | | | |

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. To what extent are the key representations in your three main texts stereotypical? [30]

Or,

A2. Explore the genre conventions 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. To what extent are stars and/or celebrities important to the promotion of your three main texts? [30]

B2. Explore the different ways your three main texts target their audiences. [30]

B3. Explore the different ways audiences interact with your three main texts. [30]

B4. ‘Distribution is the key to success.’ How far do you agree? Refer to your three main texts in your answer. [30]



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Question
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Question
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