

Surname	Centre Number	Candidate Number
Other Names		2



GCE A level

1294/01

MEDIA STUDIES – MS4
Media – Text, Industry and Audience

A.M. TUESDAY, 10 June 2014

2 hours 30 minutes

Suitable for Modified Language Candidates

		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. How far do your three main texts challenge genre conventions? [30]

Or,

A2. Explore the key gender representations 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. Discuss the marketing strategies used by your selected industry. Refer to your three main texts. [30]

B2. How important are high production values to your three main texts? [30]

B3. Explore the different ways audiences respond to your three main texts. [30]

B4. How far do your three main texts target a mainstream audience? [30]

Question
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Examiner
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1294
010003

Question
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Examiner
only

A large grid for marking questions, consisting of 25 rows and 2 columns. The left column is for the question number and the right column is for the examiner's mark. The grid is bounded by solid lines on the top, bottom, and sides, and a vertical solid line on the left. The interior is filled with horizontal dotted lines.

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0100 05

Question
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Examiner
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010007

Question
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Examiner
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Question
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Examiner
only

Table with 2 columns: Question number and Examiner only. The table contains 25 rows of horizontal dotted lines for writing.

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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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Question
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Question
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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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only

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Question
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Examiner
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Question
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Examiner
only

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