

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

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

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