

Surname	Centre Number	Candidate Number
Other Names		2



GCE A level

1294/01



S16-1294-01

MEDIA STUDIES – MS4
Media – Text, Industry and Audience

A.M. WEDNESDAY, 8 June 2016

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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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. '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]

Question
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Question
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Table with 3 columns: Question number, (blank), and Examiner only. The table contains 30 rows. The first and last columns are narrow and contain the labels 'Question number' and 'Examiner only' respectively. The middle column is the largest and contains 30 horizontal dotted lines for marking.

Question
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Examiner
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A large area of the page is filled with horizontal dotted lines, providing a space for writing answers to the question.

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Question
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Area with horizontal dotted lines for writing.

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Question
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Examiner
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Question
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Question
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Question
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Examiner
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Question
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A large grid of horizontal dotted lines for writing answers, spanning the width of the page between the 'Question number' and 'Examiner only' columns.

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A large area of the page is filled with horizontal dotted lines, providing a space for writing answers to questions.

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