



GCE A LEVEL – **NEW**

1680U30-1

WEDNESDAY, 5 JUNE 2019 – MORNING

MEDIA STUDIES – A2 UNIT 3

MEDIA IN THE GLOBAL AGE

2 hours 30 minutes plus your additional time allowance

ADDITIONAL MATERIALS

- a WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

Answer THREE questions: ONE question from section A, ONE question from section B and ONE question from section C.

Use black ink or black ball-point pen or your usual method.

Answers to all the questions must be written on the separate answer booklet provided.

Write your name, centre number and candidate number in the spaces at the top of all answer booklets. At the end of the examination, the answer booklet must be handed to the invigilator.

INFORMATION FOR CANDIDATES

The allocation of marks is given at the end of each question or part-question. The number of marks indicates the length of the response required.

You are advised to spend approximately 50 minutes on each of sections A, B and C.

You should use relevant theories and relevant subject-specific terminology where appropriate.

The quality of your written communication, including appropriate use of punctuation and grammar, will be assessed in Section A.

Answer ONE question in each section.

SECTION A: TELEVISION

EITHER,

1. (a) **How important are digital platforms to the success of television programmes?**

Compare the distribution of *Hinterland* AND the HISTORICAL crime drama you have studied. [30]

OR,

- (b) **How important is marketing to the television industry?**

Compare the marketing of *Hinterland* AND the EUROPEAN crime drama you have studied. [30]

SECTION B: MAGAZINES

EITHER,

2. (a) Explore how far the representations of gender in the **CONTEMPORARY MAINSTREAM AND HISTORICAL** magazines you have studied reflect their historical contexts. [30]

OR,

- (b) Explore how far the representations of issues in the **MAINSTREAM AND NON-MAINSTREAM** magazines you have studied reflect their social contexts. [30]

SECTION C: VIDEO GAMES

EITHER,

- 3. (a) David Gauntlett suggests that the media provide audiences with resources which they use to construct identities.**

Explore this idea in relation to TWO video games you have studied. [30]

OR,

- (b) Albert Bandura suggests that audiences develop attitudes through modelling by the media.**

Explore this idea in relation to TWO video games you have studied. [30]

END OF PAPER