



GCE AS/A LEVEL

2680U10-1



S24-2680U10-1

TUESDAY, 14 MAY 2024 – AFTERNOON

MEDIA STUDIES – AS unit 1
Investigating the Media

2 hours 30 minutes

ADDITIONAL MATERIALS

In addition to this question paper, you will need:

- to view an audio-visual resource for use with Question 1
- Notes Sheet for use with Question 1
- a WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen. Do not use gel pen or correction fluid.

You will have **one** minute to read Question 1 before viewing the audio-visual resource. Use the Notes Sheet provided to make notes on the resource.

Answer **all** questions.

Write your answers in the separate answer booklet provided, following the instructions on the front of the answer booklet.

Use both sides of the paper. Write only within the white areas of the booklet.

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

Write the question number in the two boxes in the left-hand margin at the start of each answer,

for example

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Leave at least two line spaces between each answer.

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 1 hour and 10 minutes on Section A, including viewing the audio-visual resource, and approximately 40 minutes each on Sections 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 spelling, punctuation and grammar, will be assessed in Question 1.

Answer **all** questions.

SECTION A: SELLING IMAGES – ADVERTISING AND MUSIC VIDEO

Question 1 is based on the audio-visual resource.

It is a music video for the song *Superheroes* released in 2020 by the British rapper Stormzy.

- You will be allowed **one** minute to read Question 1.
- The music video will be shown **three** times.
- **First viewing:** watch the music video.
- **Second viewing:** watch the music video and **make notes**.
- You will then have **five minutes** to **make further notes**.
- **Third viewing:** watch the music video and **make final notes**.
- Once the third viewing has finished, you should answer Question 1.

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 Explore how representations of ethnicity are constructed in the music video. [40]

In your answer, you should consider:

- how and why stereotypes are challenged
- the audio, visual and technical codes
- the values, attitudes and messages communicated.

SECTION B: NEWS IN THE ONLINE AGE

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 a) Explain how radio news producers target and reach their audiences. [10]

b) Explore the representation of an event in a 'hard' news story.
Refer to **the news website** you have studied in your response. [20]

In your answer, you should consider:

- the codes and conventions of online news
- how meanings are communicated
- how audiences/users may respond.

Use **ONE** of these set news websites in your answer to Question **2b**):

BBC News Online
The Huffington Post
Wales Online

SECTION C: FILM INDUSTRIES – FROM WALES TO HOLLYWOOD

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- a) Explain the advantages of Hollywood studio funding in the film industry. Refer to **the Hollywood film** you have studied to support your points.

[10]

Use **ONE** of these set films in your answer to Question **3a**):

Drag Me To Hell
Clueless
Blade Runner
Shutter Island
The Village

- b) Todorov argues that the way in which narratives are resolved can have ideological significance. Explore this idea in relation to the ending of **the film made in Wales** you have studied.

[20]

In your answer, you should consider:

- messages and values
- audience expectations of narrative structure.

Use **ONE** of these set films in your answer to Question **3b**):

Don't Knock Twice
Submarine
The Machine
Y Llyfrgell/The Library Suicides
Yr Ymadawiad/The Passing

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