



**GCE AS/A LEVEL**

**2680U10-1**

**TUESDAY, 17 MAY 2022 – AFTERNOON**

**MEDIA STUDIES – AS unit 1**

**Investigating the Media**

**2 hours 30 minutes plus your additional  
time allowance**

## **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, black ball-point pen or your usual method.**

**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.**

**(Turn over)**

**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 all answer booklets. At the end of the examination, the answer booklets must be handed to the invigilator.**

**Write the question number in the left-hand margin at the start of each answer.**

**(Turn over)**

**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.**

**(Turn over)**

**Answer ALL questions.**

**SECTION A: SELLING IMAGES –  
ADVERTISING AND MUSIC VIDEO**

**Question 1 is based on the audio-visual resource.**

**It is an advertisement for the charity, the British Red Cross, and is part of their The Power of Kindness campaign.**

- **You will be allowed ONE minute to read Question 1.**
- **The advertisement will be shown THREE times.**
- **FIRST VIEWING: watch the advertisement.**

**(Turn over)**

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- **SECOND VIEWING:** watch the advertisement and **MAKE NOTES.**
- You will then have **FIVE MINUTES** to **MAKE FURTHER NOTES.**
- **THIRD VIEWING:** watch the advertisement and **MAKE FINAL NOTES.**
- Once the third viewing has finished, you should answer **Question 1.**

**(Turn over)**

**01. Explore how media language communicates messages and values in this advertisement. [40 marks]**

**In your answer, you should consider:**

- **technical, visual and audio codes**
- **the effect of purpose on the messages and values.**

## **SECTION B: NEWS IN THE ONLINE AGE**

**02 (a)**

**How have technological developments changed radio news?  
[10 marks]**

**(b) Explore how audiences are positioned to respond to a 'hard' news story in the set newspaper.**

**In your answer, you must use Stuart Hall's reception theory. [20 marks]**

**Use ONE of these set newspapers in your answer to Question 2(b):**

**The Guardian**

**Daily Mirror**

**The Times**

**(Turn over)**

## **SECTION C: FILM INDUSTRIES – FROM WALES TO HOLLYWOOD**

**03 (a)**

**Explain the marketing strategies used by the film industry to attract audiences.**

**Refer to the set Hollywood film to support your points. [10 marks]**

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

**Drag Me To Hell**

**Clueless**

**Blade Runner**

**Shutter Island**

**The Village**

**(Turn over)**

**03 (b)**

**How is film language used to appeal to audiences in the set film made in Wales?**

**Explore a key scene from the film in your answer. [20 marks]**

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

**Don't Knock Twice**

**Submarine**

**The Machine**

**Y Llyfrgell/The Library Suicides**

**Yr Ymadawiad/The Passing**

**END OF PAPER**