

Please write clearly in block capitals.

Centre number

Candidate number

Surname _____

Forename(s) _____

Candidate signature _____

I declare this is my own work.

AS MEDIA STUDIES

Written Paper

Tuesday 19 May 2020

Morning

Time allowed: 2 hours 30 minutes

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for each question are shown in brackets.
- The maximum mark for this paper is 112.
- You are reminded of the need for good English and clear presentation in your answers.
- This paper is divided into three sections:
Section A: Media Language and Media Representations – 40 marks
Section B: Media Industries and Media Audiences – 32 marks
Section C: Close Study Products – 40 marks.
- Questions **02** and **08** are extended response questions in which you will be rewarded for your ability to construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.
- Question **09** is a synoptic question in which you will be rewarded for your ability to draw together different areas of knowledge and understanding from across the full course of study.

For Examiner's Use	
Question	Mark
1	
2	
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6	
7	
8	
9	
TOTAL	



Section A – Media Language and Media Representations*Do not write
outside the
box*Answer **all** questions in the spaces provided.

0	1
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Figure 1 shows the advertisement for *'Miss Dior Blooming Bouquet'* perfume.**Figure 1**

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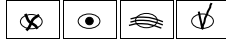


For each question completely fill in the circle alongside the appropriate answer.

CORRECT METHOD



WRONG METHODS



If you want to change your answer you must cross out your original answer as shown.



If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown.



0 1 . 1 Semiotics can be used to analyse media products.

Identify the four statements from the following that apply semiotic terms correctly to **Figure 1**.

Shade **four** circles only.

[4 marks]

- A** There are no iconic signifiers featured in this advertisement.
- B** The brand name 'Miss Dior' on the advertisement is a symbol.
- C** The colour pink is used here to denote purity.
- D** The meaning of this advertisement has been anchored using a slogan.
- E** The model's gaze is an example of an indirect mode of address.
- F** The rose-coloured liquid inside the bottle can be read as an index of the perfume's floral scent.
- G** The woman is the dominant signifier in this advertisement.
- H** This image can be read as reinforcing myths of femininity.

Question 1 continues on the next page

Turn over ►



0 1 . 2

Define the semiotic term 'icon'. Identify **two** examples of icons shown in **Figure 1**.
[4 marks]

Definition _____

Example 1 _____

Example 2 _____

8

0 2

Question **02** is based on **both** of the following:

- **Figure 1**, '*Miss Dior Blooming Bouquet*' advert, provided
- the Close Study Product: *Men's Health* magazine.

Compare the representations of gender in both media products.

In your answer, you **must** discuss:

- how gender is represented through processes of selection and combination
- the similarities and differences of how gender has been represented
- the extent to which these representations are influenced by cultural and social contexts of media.

[20 marks]



Turn over for the next question

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ANSWER IN THE SPACES PROVIDED**

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10

0 4

Define the media term 'equilibrium'.

[2 marks]

2

Turn over ►



Section B – Media Industries and Media Audiences

Answer **all** questions in the spaces provided.

0 5

Briefly define the term 'media literacy'.

[2 marks]

2

0 6

Explain how producers ensure that their products remain relevant to their audiences.

You should refer to your television Close Study Product to support your answer.

The Missing

OR

Deutschland 83

OR

The Killing

[15 marks]



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15

0 7

Explain how music videos are shaped by social and political contexts.

You should refer to the Close Study Product *Letter to the Free* to support your answer.

[15 marks]



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Extra space

15

Turn over for Section C

Turn over ►



Section C – Close Study Products

Answer **all** questions in the spaces provided.

0 8

According to George Gerbner, media products attempt to influence the audience's perception of their world.

To what extent is this evident in the Close Study Product *Teen Vogue* website?

[20 marks]



20

0 9

The number of people reading print newspapers is declining.

Evaluate the specific strategies used by the *i* newspaper to address this challenge.

[20 marks]



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