

Please write clearly in block capitals.

Centre number

--	--	--	--	--

Candidate number

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Surname

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Forename(s)

--

Candidate signature

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I declare this is my own work.

A-level MEDIA STUDIES

Paper 1 Media One

Time allowed: 2 hours

Materials

There are no other materials for this paper.

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 84.
- You are reminded of the need for good English and clear presentation in your answers.
- This paper is divided into two sections.
- Question **04** is an extended response question 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.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
TOTAL	



Section A

Media Language and Media Representations

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

0 1

Figure 1 shows an advertisement for the city of Manchester at Christmas time.**Figure 1**Analyse how specific signs construct meanings about Christmas in **Figure 1**.**[8 marks]**



8

Turn over for the next question

Turn over ►



[12 marks]

[illegible]

12



[9 marks]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

9

Turn over ►



[20 marks]

[illegible]

[illegible]

Turn over for Section B

Section B

Media Industries and Media Audiences

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

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

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 5 . 1

Which of the following are terms associated with a Postmodernist approach to the study of media?

Shade **three** circles only.**[3 marks]**

A Bricolage

☐

B Diegesis

☐

C Implosion

☐

D Mytheme

☐

E Pastiche

☐

F Syntagm

☐

0 5 . 2

Briefly explain the 'hypodermic needle' theory.

Give an example from the media.

[3 marks]



[9 marks]

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

9

Turn over ►



[20 marks]

[illegible]

[illegible]

20



There are no questions printed on this page

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outside the
box*

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**



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1 6



2 1 6 A 7 5 7 2 / 1

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