

Surname	Centre Number	Candidate Number
First name(s)		2



GCE A LEVEL

A680U10-1



O21-A680U10-1



TUESDAY, 5 OCTOBER 2021 – MORNING

MEDIA STUDIES – A Level Component 1
Media Products, Industries and Audiences

2 hours 15 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 print-based resource for use with Question 2

INSTRUCTIONS TO CANDIDATES

You will have **one minute** to read Question 1 before viewing the audio-visual resource.

Use black ink or black ball-point pen. Do not use pencil or gel pen. Do not use correction fluid. Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** questions.

Write your answers in the spaces provided in this booklet. If you run out of space, use the additional page(s) at the back of the booklet, taking care to number the question(s) correctly.

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 30 minutes on Section A, including studying the unseen resources, and approximately 45 minutes on Section B.

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

Question 1 requires an extended response. You will be assessed on the quality of your written response, including the ability to construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.

Question 3(d) provides an opportunity to draw together knowledge and understanding from across the full course of study. You will be rewarded for drawing together knowledge and understanding of different areas of the theoretical framework and media contexts.



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Answer all questions in **both** sections.

SECTION A: ANALYSING MEDIA LANGUAGE AND REPRESENTATION

Representation

Question 1 is based on **both** of the following:

- the audio-visual resource – an advertisement for ActionAid (2018)
- the set music video you have studied – Riptide (2013).

You will be allowed **one** minute to read Question 1.

The advertisement will be shown **three times**.

First viewing: watch the advertisement.

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.

1. Compare how the representations of gender in this *ActionAid* advertisement and the *Riptide* music video convey values and attitudes. [30]

In your answer you must:

- consider the similarities in how representations of gender convey values and attitudes
- consider the differences in how representations of gender convey values and attitudes
- make judgements and draw conclusions about how far the representations of gender relate to social contexts.

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Question 2 is based on the print resource, a film poster for *Among The Shadows* (2019). Study the resource carefully before answering the question.





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(d) Explain how radio programmes are shaped by the organisations that produce them. Refer to *Late Night Woman's Hour* to support your points.

[12]



4. (a) Explain how audiences use news products in different ways.
Refer to *The Times* website to support your points.

[10]





[illegible]



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PRINT RESOURCE FOR SECTION A, QUESTION 2

Film poster for *Among The Shadows* (2019)



Acknowledgement: The print advertisement was sourced online in 2020 and is reproduced under the provisions of 'Fair Dealing' UK. 'Fair dealing' of third party materials is used for criticism and review purposes. However if there are omissions or inaccuracies please inform us so that any necessary corrections can be made.



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MEDIA STUDIES – A Level Component 1
Media Products, Industries and Audiences

2 hours 15 minutes

INSTRUCTIONS TO CENTRES

THIS ENVELOPE CONTAINS THE DVD FOR THE ABOVE EXAMINATION

TO BE OPENED ON THE DAY OF THE EXAMINATION

**ENSURE EQUIPMENT IS TESTED IN ADVANCE OF THE EXAMINATION USING A
STANDARD NON-CONFIDENTIAL DVD**

1. There should be one DVD in this envelope.
2. Details of any discrepancy should be forwarded to despatchqueries@wjec.co.uk
3. If you experience difficulties in playing the DVD then seek assistance from the technical support within your centre.
4. If your technical support cannot resolve the issue, then you can download the mp4 files from WJEC's secure website.
5. The primary account holder (the Exams Officer) can access the files in 'TODAY'S QUESTION PAPERS' under 'RESOURCES' on WJEC's secure website.
6. A password will be required to access the files and this can be obtained by contacting 029 2026 5336.

For this examination, candidates are required to view a short audio-visual extract. The extract is available on the DVD enclosed.

INSTRUCTIONS TO INVIGILATORS

1. Candidates **must** be provided with the relevant Eduqas Notes Sheet for making notes on the audio-visual resource.
2. Candidates **must** be allowed **one minute** to read Question 1 before the DVD is played. This reading time is included in the 2 hours 15 minutes available for the examination.
3. Play the DVD which is provided. All instructions needed by candidates are on the question paper and on the DVD.
4. DO NOT SWITCH OFF THE DVD UNTIL THE EXTRACT HAS BEEN PLAYED **THREE TIMES**.
5. Candidates have the remaining examination time to complete the question paper.
6. The Notes Sheets must not be submitted with the answer booklet. They must be collected from candidates at the end of the examination and disposed of confidentially.



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NOTES SHEET

Use this paper to make notes on the audio-visual resource. You may use both sides of the paper. Your notes will not be submitted for marking.

