

Surname	Centre Number	Candidate Number
First name(s)		2



GCE A LEVEL

A680U20-1



WEDNESDAY, 8 JUNE 2022 – AFTERNOON

MEDIA STUDIES – A Level Component 2
Media Forms and Products in Depth

2 hours 30 minutes

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INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen. Do not use gel pen or correction fluid.
 Write your name, centre number and candidate number in the spaces at the top of this page.
 Answer **three** questions: **one** question from section A, **one** question from section B and **one** question from section C. Indicate which option you have chosen at the start of each section.
 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.
 There are **three** sections in total. Questions in section A are in two parts. You are advised to spend 50 minutes on each section of the paper. You should use relevant subject-specific terminology where appropriate.
 Questions in sections B and C require 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.



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SECTION A – TELEVISION IN THE GLOBAL AGE

Answer **one** question in this section. Each question is in **two** parts.

Tick (✓) the box to indicate the option chosen.

Option 1: *Life on Mars* and *The Bridge*

☐

Option 2: *Humans* and *The Returned*

☐

Option 3: *The Jinx* and *No Burqas Behind Bars*

☐

Either,

Option 1: *Life on Mars* and *The Bridge*

1. (a) Explain Henry Jenkins' theory of fandom. Refer to *Life on Mars* to support your response. [15]
- (b) Explore how representations in the set episode of *The Bridge* may position audiences. [15]

Or,

Option 2: *Humans* and *The Returned*

2. (a) Explain Henry Jenkins' theory of fandom. Refer to *Humans* to support your response. [15]
- (b) Explore how representations in the set episode of *The Returned* may position audiences. [15]

Or,

Option 3: *The Jinx* and *No Burqas Behind Bars*

3. (a) Explain Henry Jenkins' theory of fandom. Refer to *The Jinx* to support your response. [15]
- (b) Explore how representations in *No Burqas Behind Bars* may position audiences. [15]



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1. (b)





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2. (b)





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(a)



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3. (b)

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SECTION B – MAGAZINES: MAINSTREAM AND ALTERNATIVE MEDIA

Answer **one** question in this section.

Tick (✓) the box to indicate the option chosen.

Option 1: *Woman* and *Adbusters*

☐

Option 2: *Woman's Realm* and *Huck*

☐

Option 3: *Vogue* and *The Big Issue*

☐

Either,

Option 1: *Woman* and *Adbusters*

4. Evaluate the strengths and weaknesses of semiotic approaches to magazine analysis.

Refer to Roland Barthes' theory of semiotics and the set editions of *Woman* and *Adbusters* in your response. [30]

Or,

Option 2: *Woman's Realm* and *Huck*

5. Evaluate the strengths and weaknesses of semiotic approaches to magazine analysis.

Refer to Roland Barthes' theory of semiotics and the set editions of *Woman's Realm* and *Huck* in your response. [30]

Or,

Option 3: *Vogue* and *The Big Issue*

6. Evaluate the strengths and weaknesses of semiotic approaches to magazine analysis.

Refer to Roland Barthes' theory of semiotics and the set editions of *Vogue* and *The Big Issue* in your response. [30]



4.



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Handwriting practice area with 25 horizontal dotted lines.





6.



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



SECTION C – MEDIA IN THE ONLINE AGE

Answer **one** question in this section.

Tick (✓) the box to indicate the option chosen.

Option 1: *PointlessBlog/Alfie Deyes and gal-dem*

☐

Option 2: *Zoella/Zoe Sugg and Attitude*

☐

Either,

Option 1: *PointlessBlog/Alfie Deyes and gal-dem*

7. How much influence do economic factors have on online media products?

Refer to *PointlessBlog/Alfie Deyes and gal-dem* in your response.

[30]

Or,

Option 2: *Zoella/Zoe Sugg and Attitude*

8. How much influence do economic factors have on online media products?

Refer to *Zoella/Zoe Sugg* and the *Attitude* website in your response.

[30]



7.







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