

Surname	Centre Number	Candidate Number
Other Names		2



**GCE A level**

1294/01

**MEDIA STUDIES**

**MS4**

**Media – Text, Industry and Audience**

A.M. WEDNESDAY, 25 January 2012

2½ hours

Section	Question Chosen	Media Industry Chosen	Examiner use only Mark
A			
B			
B			
<b>Total (90)</b>			
<b>Examiner's Initials</b>			

**INSTRUCTIONS TO CANDIDATES**

Use black ink or black ball-point pen.

Answer **three** questions: **one** question from Section A and two questions from Section B. You **must** use a **different media industry** for each question you choose.

**Once you have chosen your questions, fill in the box above.**

**INFORMATION FOR CANDIDATES**

The number of marks is given in brackets at the end of each question or part-question.

You are reminded that assessment will take into account the quality of written communication used in your answers.

You are reminded that this paper is synoptic and so will test understanding of the connections between the different elements of the subject.

*Answer **one** question from Section A and **two** questions from Section B.*

*Once you have chosen your questions, **fill in the box** on the front page of this Answer Book.*

*You **must** use a **different media industry** for each question.*

*For each industry, you **must** refer to the **three main texts** you have studied.*

### **SECTION A: TEXT**

*Answer **one** question from this section.*

*You **must** refer to the **three main texts** you have studied in each answer.*

**Either,**

**A1.** Explore the different representations of **either** men **or** age within your three main texts. [30]

**Or,**

**A2.** How important are characters to the narrative of your three main texts? [30]

### **SECTION B: INDUSTRY AND AUDIENCE**

*Answer **two** questions from this section, **using a different media industry for each.***

*You **must** refer to the **three main texts** you have studied in each answer.*

**B1.** Assess the main advantages of the internet for your three main texts. [30]

**B2.** With reference to your three main texts, discuss the key features of their distribution. [30]

**B3.** Explore the different ways your three main texts attract their audiences. [30]

**B4.** How global is the appeal of your three main texts? [30]





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