

## **Eduqas (WJEC) 603 A Level Media Mock Exam Paper Component 1**

**Section A (Media Language and Representation)**

**Section B (Media Audiences and Industries)**

**2 hours 15 mins**

**Both sections are worth 45 marks each.**

### **INSTRUCTIONS TO CANDIDATES**

Answer all questions in section A and section B.

Use black ink or a ball-point pen. Do not use gel pen. Do not use correction fluid.

Answers to all the questions must be written on the separate answer booklet provided. If you need additional paper, please ask your invigilator and attach the sheets securely to this answer booklet. Write your name, centre number and candidate number in the spaces at the top of all answer booklets. At the end of the examination, the answer booklet must be handed to the invigilator.

### **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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## A LEVEL MEDIA STUDIES *Sample Assessment Materials*

Answer **ALL** questions from both sections.

Question 1 is based on the unseen audio-visual resource and the **Tide** advertisement you have studied.

The unseen audio-visual text is the Tesco Christmas advertisement first broadcast 6<sup>th</sup> November 2016 <https://www.youtube.com/watch?v=37BWIK4VHRo>

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 gender is represented in the Tesco advertisement and the Tide print advertisement you have studied.**

In your answer you must:

- Discuss the similarities and differences between the two texts in terms of gender representation
- Consider how different audiences might respond to these representations
- Make judgements and draw conclusions about how far the representations relate to relevant media contexts. **[30]**

### **2. Study the film poster for 'Shaun of the Dead' (Wright, 2004).**

How does the use of codes and conventions in the film poster communicate meaning to the audience? **[15]**

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## Section B: Investigating Media Industries and Audiences

3 (a) Explain what MMORPG means in the context of video games [1]

3 (b) Briefly outline the differences between production, distribution and circulation [4]

3 (c) Why is regulation important in the video games industry? [8]

**In Question 3(d), you will be rewarded for drawing together knowledge and understanding from across your full course of study, including different areas of the theoretical framework and media contexts.**

3 (d) In the video game industry, discuss the strategies companies use to maximise economic success in their production, distribution and circulation of their products to audiences.

You should make reference to your case study, *Assassin's Creed III: Liberation*. [12]

4 (a) Explain how technology has changed the way audiences watch films in recent years [8]

4 (b) Evaluate the effectiveness of the marketing of the films *I, Daniel Blake* and *Straight Outta Compton* to global audiences. [12]

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