



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

AS MEDIA STUDIES

Written Paper

Wednesday 23 May 2018 Morning Time allowed: 2 hours and 30 minutes

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.
- Do all rough work in this book. Cross through any work that you do not want to be marked.

Information

- The marks for each question are shown in brackets.
- The maximum mark for this paper is 112.
- You are reminded of the need for good English and clear presentation in your answers.
- This paper is divided into three sections.
Section A: Media Language and Media Representations – 40 marks
Section B: Media Industries and Media Audiences – 32 marks
Section C: Close Study Products – 40 marks
- Questions **2** and **8** are extended response questions 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.
- Question **9** is a synoptic question in which you will be rewarded for your ability to draw together different areas of knowledge and understanding from across the full course of study.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
9	
TOTAL	



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IB/G/Jun18/E9

7571/W

Section A – Media Language and Media Representations

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

0 1

Study **Figure 1** carefully.

Figure 1 Cover of *Trillionaire* magazine

Trillionaire Magazine cover cannot be reproduced here due to third-party copyright restrictions



For each answer completely fill in the circle alongside the appropriate answer.

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 1 . 1 The following statements include four examples of terms being applied correctly to the *Trillionaire* cover in **Figure 1**.

Which **four** of these statements are correct? Shade **four** boxes only.

[4 marks]

- A** The magazine's title provides anchorage to the cover's visual elements.
- B** The flag displayed in the background is taken from a syntagm of possible flags.
- C** The magazine's masthead/logo is a symbol that requires specific cultural decoding.
- D** The audience is positioned to respond positively towards the cover's content.
- E** The seated woman is a positive stereotype because she is smiling.
- F** The constructed reality on this cover relates to wealth and prestige.

Question 1 continues on the next page

Turn over ►



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0 1 . 2

Briefly explain the term 'dominant ideology' and identify how it might apply to the magazine cover in **Figure 1**.

[4 marks]

8



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0 2

Question 2 is based on both of the following:

- **Figure 1**, the *Trillionaire* magazine cover, provided
- the advertising Close Study Product you have studied: *That Boss Life*.

Compare the specific choices that have been made in the representation of success and/or wealth in the two products.

In your answer, you must consider:

- how success and/or wealth is represented through processes of selection and combination
- the reasons for the choices made in the representation of success and/or wealth
- the similarities and differences in the representations of success and/or wealth
- how far these representations are influenced by historical, social and political contexts of media.

[20 marks]

Turn over ►



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Handwriting practice lines within a large rectangular box.

20

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0 3

Study Figure 2 carefully.

Figure 2 Cover of Horrorville magazine

116 PAGES OF **TERRIFYING** NEW MOVIES, TV & BOOKS **NEW MAG!**

HORRORVILLE

THE HOME OF MODERN HORROR

JIGSAW STRIKES BACK

The gory first word on the Saw series' blood-soaked comeback

"WE ALL FLOAT DOWN HERE..."
Pennywise and the Losers' Club on returning to Derry for the new IT

ALSO MANIFESTING...

LEATHERFACE LIVES!
WHY THE NEW TEXAS CHAIN SAW PREQUEL IS NO FALSE DAWN

Future
ISSN 1544-4298
ISBN 978-1-78546-719-6
9 781785 467196

STRANGER THINGS DEATH NOTE CULT OF CHUCKY HAPPY DEATH DAY

HORRORVILLE ISSUE 5
JIGSAW II / LEATHERFACE / CULT OF CHUCKY / DEATH NOTE / STRANGER THINGS / HAPPY DEATH DAY / RINGHIST 2017 / JOHN ALMIDE LINDOVIST



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10

0 4

Briefly define the term 'plot' as it is used in the study of narrative.

[2 marks]

2



Section B – Media Industries and Media Audiences

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

0 5

Briefly define public service broadcasting (PSB).

[2 marks]

2

0 6

Explain how media products can be said to have cultural and social significance.

Use Common's *Letter to the Free* to support your answer.

[15 marks]

Turn over ►



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15

07

Explain the appeal of low to medium budget films to Hollywood conglomerates.

Use *Hidden Figures* to support your answer.

[15 marks]

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Lined writing area with 25 horizontal lines.

15



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Section C – Close Study Products

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

0 8

Curran and Seaton present the view that a free press relies on a free market where individual newspapers can compete through their political stances and points of view.

Analyse the ways that the *i* attempts to establish a distinctive identity within this free market. To what extent has this been successful?

[20 marks]

Turn over ►



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Turn over for the next question

Turn over ►



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20

END OF QUESTIONS

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