



Oxford Cambridge and RSA

Monday 3 June 2019 – Afternoon

GCSE Media Studies

J200/01 Television and Promoting Media

Time allowed: 1 hour 45 minutes (including 30 minutes viewing time)



You must have:

- a DVD extract
- the insert (inserted)

You may use:

- additional paper



Please write clearly in black ink. **Do not write in the barcodes.**

Centre number

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Candidate number

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First name(s)

Last name

INSTRUCTIONS

- The Insert will be found inside this document.
- Use black ink.
- Answer **all** the questions in Sections A and B.
- Write your answer to each question in the space provided.
- Additional paper may be used if necessary, but you must clearly show your candidate number, centre number and question number(s).

INFORMATION

- The total mark for this paper is **70**.
- The marks for each question are shown in brackets [].
- Quality of extended response will be assessed in questions marked with an asterisk (*).
- This document consists of **20** pages.

SECTION A –Television

INSTRUCTIONS TO CANDIDATES

- * This extract relates to Questions 1–3. You have **three minutes** to read these questions before the extract begins
- * The extract is approximately **three minutes** long and will be played **four** times
- * **First screening:** watch the extract, you may make notes
- * **Second screening:** watch the extract and make notes
- * There will be a **five minute** break for you to make notes
- * **Third screening:** watch the extract and make notes
- * There will be another **five minute** break to make notes
- * **Final screening:** watch the extract and make notes
- * You will have **four minutes** to complete your notes.

You are advised to use the full 30 minutes to watch the extracts and make notes before starting to answer the questions.

Answer **all** the questions.

The extract is from the television crime drama ***Cuffs*** (Episode 1, BBC One, 2015)

NOTES PAGE

1 Analyse how camerawork is used to create meaning. Refer to at least **two** examples from the extract in your answer.

- [5]

2 Analyse how far the extract creates a humorous view of policing. In your answer you must:

- analyse aspects of the extract using examples to support your analysis
- make judgements and draw conclusions about how far these aspects create a humorous view of policing. [10]

3* In this question you will be rewarded for drawing together elements from your full course of study, including different areas of the theoretical framework and media contexts.

How far does *Cuffs* adapt police drama genre conventions to fit its family audience at 8pm on BBC1?

In your answer you must:

- analyse the extract's use of genre conventions
- make judgements and draw conclusions about how far the extract adapts the conventions of police drama to fit its scheduling and audience. [15]

10

4 State **two** ways audiences can watch dramas like *Cuffs* after they have first been shown on television. Explain why audiences might prefer these ways.

- [5]

5 *The Avengers*

Explain how historical contexts influenced the portrayal of heroes and villains in television programmes. Refer to *The Avengers* from 1965 to support your answer. [10]

SECTION B – Promoting Media

Answer **all** the questions.

6 Identify which Hollywood studio distributed *The Lego Movie*.

[1]

7 Explain **two** ways of marketing a film.

[4]

8 Explain at least **two** ways that audiences are active rather than passive when playing video games. Refer to *The Lego Movie* video game to support your answer. [10]

9 Refer to **Extracts 1, 2, 3, 4 and 5 in the Insert**. Analyse how gender has been represented in *The Lego Movie* poster campaign.

In your answer you must also refer to relevant media contexts.

[10]

END OF QUESTION PAPER

18

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