



Oxford Cambridge and RSA

Tuesday 16 November 2021 – 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



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

- Use black ink.
- Write your answer to each question in the space provided. You can use extra paper if you need to, but you must clearly show your candidate number, the centre number and the question numbers.
- Answer **all** the questions.

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 has **20** pages.

ADVICE

- Read each question carefully before you start your answer.

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.

Answer **all** the questions.

The extract is from the television crime drama **The Avengers** (Series 4, Episode 1, 1965) 'The Town of No Return'.

NOTES PAGE

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

[5]

2 Analyse how far the extract creates suspense.

In your answer you must:

- analyse aspects of the extract using examples to support your analysis
- judge how far these aspects create suspense.

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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 the extract challenge 1960s stereotypes of femininity?

In your answer you must:

- analyse aspects of media language and representation in the extract, giving detailed examples
- refer to the 1960s context
- make judgements and draw conclusions. [15]

[15]

4 Explain **two** ways that audiences gain pleasure from watching television, using Blumler and Katz's theory.

[5]

5 Cuffs

Explain how social and/or cultural contexts influence representations in television programmes. Refer to Cuffs Series 1 Episode 1 to support your answer. [10]

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SECTION B – Promoting Media

Answer **all** the questions.

6 Identify the organisation that regulates the advertising industry in the UK.

..... [1]

7 Explain **two** ways that video games are funded.

1

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.....

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2

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[4]

8 How do Hollywood films target global mass audiences? Refer to The Lego Movie in your answer.

[10]

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9 Analyse the use of intertextuality in The Lego Movie television advertising break that includes the trailer for the film. [10]

END OF QUESTION PAPER

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