

Surname	Centre Number	Candidate Number
First name(s)		2



GCE AS

B680U20-1



FRIDAY, 27 MAY 2022 – MORNING

MEDIA STUDIES – AS Component 2
Investigating Media Forms and Products

2 hours

B680U201
01

INSTRUCTIONS TO CANDIDATES

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

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **three** questions: **one** question from section A, **one** question from section B and **one** question from section C. The questions in section A are in two parts. Indicate which option you have chosen at the start of each section.

Write your answers in the spaces provided in this booklet. If you run out of space, use the additional page(s) at the back of the booklet, taking care to number the question(s) correctly.

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.

There are **three** sections in total. You are advised to spend 40 minutes on each section of the paper. You should use relevant theories and relevant subject-specific terminology where appropriate.

Questions **4 to 6** and **7 to 8** require 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.



JUN22B680U20101

SECTION A: TELEVISION

Answer **one** question in this section. All questions are in **two** parts.

Tick (✓) the box to indicate the option chosen.

Option 1: *Life on Mars*

☐

Option 2: *Humans*

☐

Option 3: *The Jinx*

☐

Either,

Option 1: *Life on Mars*

1. (a) Briefly explain Todorov's theory of narratology.

[5]

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- (b) Explore the importance of narrative in the set episode of *Life on Mars*.

[15]

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Or,

Option 2: *Humans*

2. (a) Briefly explain Todorov's theory of narratology.

[5]

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(b) Explore the importance of narrative in the set episode of *Humans*.

[15]

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Or,

Option 3: *The Jinx*

3. (a) Briefly explain Todorov's theory of narratology.

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(b) Explore the importance of narrative in the set episode of *The Jinx*.

[15]

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SECTION B: MAGAZINES

Answer **one** question in this section.

Tick (✓) the box to indicate the option chosen.

Option 1: *Woman*

☐

Option 2: *Woman's Realm*

☐

Option 3: *Vogue*

☐

Either,

Option 1: *Woman*

4. Explain the strategies used by magazine producers to attract audiences.
Refer to the set edition of *Woman* (1964) in your response. [20]

Or,

Option 2: *Woman's Realm*

5. Explain the strategies used by magazine producers to attract audiences.
Refer to the set edition of *Woman's Realm* (1965) in your response. [20]

Or,

Option 3: *Vogue*

6. Explain the strategies used by magazine producers to attract audiences.
Refer to the set edition of *Vogue* (1965) in your response. [20]







[illegible]

SECTION C: ONLINE MEDIA

Answer **one** question in this section.

Tick (✓) the box to indicate the option chosen.

Option 1: *PointlessBlog* / *Alfie Deyes*

☐

Option 2: *Zoella* / *Zoe Sugg*

☐

Either,

Option 1: *PointlessBlog* / *Alfie Deyes*

7. How far do blogs and vlogs reinforce stereotypes?
Explore *PointlessBlog* / *Alfie Deyes* in your response.

[20]

Or,

Option 2: *Zoella* / *Zoe Sugg*

8. How far do blogs and vlogs reinforce stereotypes?
Explore *Zoella* / *Zoe Sugg* in your response.

[20]





This image shows a full page of primary-ruled paper. It features a series of horizontal dashed lines spaced evenly down the page, designed for handwriting practice. A single solid line runs horizontally across the top of the page, serving as a baseline or margin. The rest of the page is white and contains no other markings or text.

END OF PAPER



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