

Surname	Centre Number	Candidate Number
Other Names		0



GCSE – **NEW**

C680U20-1



MONDAY, 10 JUNE 2019 – AFTERNOON

MEDIA STUDIES – Component 2

Understanding Media Forms and Products

1 hour 30 minutes

C680U201
01

ADDITIONAL MATERIALS

- Audio-visual resource for use with **Section A, Question 1.**

INSTRUCTIONS TO CANDIDATES

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

Answer **all** questions in **Section A** on the **set television genre you have studied: crime drama or sitcom**. Answer **all** questions in **Section B** on the **set music topic you have studied**.

Write your name, centre number and candidate number in the spaces at the top of all answer booklets.

At the end of the examination, this answer booklet must be handed to the invigilator. If you run out of space, use the additional pages 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.

You are advised to spend approximately **50 minutes** on **Section A, including viewing the television extract**, and approximately **40 minutes** on **Section B**.

You should use relevant subject-specific terminology and relevant theories where appropriate. Question 3 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.



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Answer all questions in Section A.

*You will be allowed two minutes to read through Question 1.
The extract will be shown twice.
First viewing: watch the extract and make notes.
You will then have six minutes to make further notes.
Second viewing: watch the extract and make further notes.
You will then have approximately 1 hour and 15 minutes to complete **both** sections of the examination.*

Media Language



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03

[illegible]

2. How does *Uses and Gratifications theory* explain why audiences watch crime dramas or sitcoms?

[10]

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Answer all questions in Section B.

Use **two** set music websites you have studied from those listed below in your answer to Question 3.

<i>Katy Perry</i> OR <i>Taylor Swift</i>	AND	<i>Pharrell Williams</i> OR <i>Bruno Mars</i>
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3. How far do the representations in music websites reinforce particular messages and values? [20]

In your response, you must:

- explore examples from the **two** websites you have studied
- refer to relevant media contexts
- make judgements and draw conclusions.







4. Explain how contexts influence music videos.
Refer to *Roar* (Katy Perry, 2013) **or** *Bad Blood* (Taylor Swift, 2014) to support your response.

[10]

[illegible]

[illegible]

[illegible]

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