



**AS MEDIA STUDIES**  
**COMPONENT 2**  
**Investigating Media Forms and Products**  
**SAMPLE ASSESSMENT MATERIALS**

**2 hours**



**ADDITIONAL MATERIALS**

In addition to this booklet, you will need an 8 page answer book.

**INSTRUCTIONS TO CANDIDATES**

Answer **three** questions: **one** question from section A, **one** question from section B and **one** question from section C. The questions in section B are in two parts.

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

Answers to all the questions must be written on the separate answer booklet provided. If you need additional paper, please ask your invigilator and attach the sheets securely to this answer booklet. Write your name, centre number and candidate number in the spaces at the top of all answer booklets. At the end of the examination, the answer booklet must be handed to the invigilator.

**INFORMATION FOR CANDIDATES**

The allocation of marks is given at the end of each 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 1-3 and 7-8 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.

## Section A: Television

Answer **one** question in this section.

**Either,**

### **Option 1: *Life on Mars***

1. To what extent does the set episode of *Life On Mars* conform to Todorov's theory of narrative equilibrium? [20]

**Or,**

### **Option 2: *Humans***

2. To what extent does the set episode of *Humans* conform to Todorov's theory of narrative equilibrium? [20]

**Or,**

### **Option 3: *The Jinx***

3. To what extent does the set episode of *The Jinx* conform to Todorov's theory of narrative equilibrium? [20]

**Section B: Magazines***Answer **one** question in this section. All questions are in two parts.***Either,****Option 1: *Woman***

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4. (a) With reference to the front cover of the set edition of *Woman*, explain the difference between *denotation* and *connotation*. [5]

(b) How far do the representations in the set edition of *Woman* (1964) reflect social and cultural contexts? [15]

Or,

Option 2: *Woman's Realm*



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5. (a) With reference to the front cover of the set edition of *Woman's Realm*, explain the difference between *denotation* and *connotation*. [5]
- (b) How far do the representations in the set edition of *Woman's Realm* (1965) reflect social and cultural contexts? [15]

Or,

**Option 3: *Vogue***



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6. (a) With reference to the front cover of the set edition of *Vogue*, explain the difference between *denotation* and *connotation*. [5]

(b) How far do the representations in the set edition of *Vogue* (1965) reflect social and cultural contexts? [15]

### Section C: Online Media

Answer **one** question in this section.

**Either,**

#### **Option 1: *PointlessBlog***

7. Explain the strategies that producers of blogs and vlogs use to attract their target audiences. Refer to *PointlessBlog* in your response. [20]

**Or,**

#### **Option 3: *Zoella***

8. Explain the strategies that producers of blogs and vlogs use to attract their target audiences. Refer to *Zoella* in your response. [20]