

# **WJEC AS/A2 Media Studies**

Units 1 and 3

Directory of Exam Questions

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# Unit 1

## Selling Images – Advertising and Music Video

Year	Question		Unseen resource(s)	Tariff
SAMS	1	<p>Explore the representation of ethnicity in this music video.</p> <p>In your answer, you should consider:</p> <ul style="list-style-type: none"> <li>• how visual codes construct meaning</li> <li>• how audio codes construct meaning</li> <li>• the messages communicated in the video.</li> </ul>	<i>Freedom</i> (2015) by Pharrell Williams	40
2018	1	<p>Explore how media language is used in this television advertisement to attract audiences.</p> <p>In your answer, you should consider:</p> <ul style="list-style-type: none"> <li>• how the audiences for this advertisement may be categorised</li> <li>• the technical, visual and audio codes.</li> </ul>	Television advertisement for the Samsung Galaxy S8 smartphone called <i>Samsung: The New Normal</i> . (2017).	40
2019	1	<p>Explore how representations of gender have been constructed in the two advertisements.</p> <p>In your answer, you should consider</p> <ul style="list-style-type: none"> <li>• the use of media language to construct representations of gender</li> <li>• the purpose of the representations</li> <li>• how representations embody values and messages.</li> </ul>	<p>Advertisement (1) is for the perfume, <i>Modern Muse</i> (2017).</p> <p>Advertisement (2) is for a <i>TAG Heuer</i> watch (2017)</p>	40

2022	1	<p>Explore how media language communicates messages and values in this advertisement.</p> <p>In your answer, you should consider</p> <ul style="list-style-type: none"> <li>• technical, visual and audio codes</li> <li>• the effect of purpose on the messages and values.</li> </ul>	<p>Television advertisement for the charity, the British Red Cross, part of their <i>The Power of Kindness</i> (2018) campaign.</p>	40
2023	1	<p>Explore how audiences are positioned to respond to this advertisement.</p> <p>In your answer, you should consider:</p> <ul style="list-style-type: none"> <li>• how media language communicates meaning</li> <li>• Stuart Hall's reception theory.</li> </ul>	<p>Television advertisement <i>Fight For Your World</i> (2020) by the World Wide Fund for Nature (WWF).</p>	40
2024	1	<p>Explore how representations of ethnicity are constructed in the music video.</p> <p>In your answer, you should consider:</p> <ul style="list-style-type: none"> <li>• how and why stereotypes are challenged</li> <li>• the audio, visual and technical codes</li> <li>• the values, attitudes and messages communicated.</li> </ul>	<p><i>Superheroes</i> (2020) by Stormzy</p>	40

## News in the Online Age

Year	Question	Tariff	
SAMS	2a	Explain how social media have changed the way audiences consume news.	10
	2b	Explore how media language is used to report a hard news story in the newspaper front page you have studied. In your response, you must: <ul style="list-style-type: none"> <li>demonstrate knowledge and understanding of Barthes' theory of semiotics</li> <li>analyse media language in the newspaper front page using Barthes' theory of semiotics</li> </ul>	20
2018	2a	Explain how recent technological developments have changed the way news is distributed.	10
	2b	Explore how one event has been represented across two news media products you have studied. In your response, you must: <ul style="list-style-type: none"> <li>demonstrate knowledge and understanding of the way the media construct versions of reality</li> <li>analyse how media language constructs representations.</li> </ul>	20
2019	2a	Explain the ways in which audiences/users interact with online news.	10
	2b	Explore how media language communicates meaning in news products.	20
2022	2a	How have technological developments changed radio news?	10
	2b	Explore how audiences are positioned to respond to a 'hard' news story in the set newspaper. In your answer, you must use Stuart Hall's reception theory.	20
2023	2a	Explain the advantages of online news platforms for users.	10
	2b	How does the media language construct "versions of reality" Explore the representation of a hard news story in two set products you have studied.	20

	2a	Explain how radio news producers target and reach their audiences.	10
2024	2b	<p>Explore the representation of an event in a ‘hard’ news story. Refer to the news website you have studied in your response.</p> <p>In your answer, you should consider:</p> <ul style="list-style-type: none"> <li>• the codes and conventions of online news</li> <li>• how meanings are communicated</li> <li>• how audiences/users may respond.</li> </ul>	20

## Film Industries - from Wales to Hollywood

Year	Question	Tariff	
SAMS	3a	Explain the key sources of funding for films made in Wales. Refer to the film made in Wales you have studied to support your points.	10
	3b	How far do films aim to attract a global audience? Explore the two films you have studied in your response.	20
2018	3a	Explain the importance of co-productions to the Welsh film industry. Refer to the film made in Wales you have studied.	10
	3b	How conventional is the narrative structure of one of the films you have studied? Use Todorov's narrative theory in your response.	20
2019	3a	Explain how the film industry uses media technologies to reach national and global audiences. Refer to the set film made in Wales you have studied to support your points.	10
	3b	Explore how the film industry uses genre to attract audiences. In your response, you must: <ul style="list-style-type: none"> <li>demonstrate knowledge and understanding of Neale's theory of genre</li> <li>analyse both films you have studied using Neale's theory of genre.</li> </ul>	20
2022	3a	Explain the marketing strategies used by the film industry to attract audiences. Refer to the set Hollywood film to support your points.	10
	3b	How is film language used to appeal to audiences in the set film made in Wales? Explore a key scene from the film in your answer.	20
2023	3a	Explain the role of film regulation in the UK.	10
	3b	Steve Neale states that genres involve repetition and difference. Explore this idea in relation to the film made in Wales you have studied.	20

2024	3a	Explain the advantages of Hollywood studio funding in the film industry. Refer to the Hollywood film you have studied to support your points.	10
	3b	<p>Todorov argues that the way in which narratives are resolved can have ideological significance. Explore this idea in relation to the ending of the film made in Wales you have studied.</p> <p>In your answer, you should consider:</p> <ul style="list-style-type: none"> <li>• messages and values</li> <li>• audience expectations of narrative structure.</li> </ul>	20

## Unit 3

### Section A: Television in the Global Age

Year	Q. no.		Tariff
SAMS	1a	Compare how the representations of place in <i>Hinterland</i> and in the European crime drama you have studied reflect their cultural contexts.	30
	1b	Compare how the representations of gender in <i>Hinterland</i> and in the historical crime drama you have studied reflect their different historical contexts	30
2019	1a	How important are digital platforms to the success of television programmes? Compare the distribution of <i>Hinterland</i> and the historical crime drama you have studied.	30
	1b	How important is marketing to the television industry? Compare the marketing of <i>Hinterland</i> and the European crime drama you have studied.	30
2022	1a	'Meaning depends on the difference between opposites' (Stuart Hall). Use Hall's theory of representation to explore characters in <i>Hinterland</i> and the 1990s crime drama you have studied.	30
	1b	'Patriarchy is a system that insists that males are inherently dominating' (bell hooks). Use hooks' theory of gender representation to explore characters in <i>Hinterland</i> and the 1990s crime drama you have studied.	30
2023	11	How does the crime drama genre reflect historical contexts? Explore examples from <i>Hinterland</i> and the historical crime drama you have studied.	30
	12	How does the crime drama genre reflect social contexts? Explore examples from <i>Hinterland</i> and the historical crime drama you have studied.	30

2024	11	Explore how genre conventions are repeated and/or subverted in crime drama. Refer to Hinterland and the European crime drama you have studied.	30
	12	'Genres change over time to reflect social and cultural contexts.' Explore this statement with reference to Hinterland and the historical crime drama you have studied.	30

## Section B: Magazines: Mainstream and Alternative Media

Year	Q. no.		Tariff
SAMS	2a	How important is an online version of a magazine to the commercial success of magazines? Explore the mainstream and non-mainstream magazine you have studied.	30
	2b	How significant is advertising to the magazine industry? Explore the mainstream and non-mainstream magazine you have studied.	30
2019	2a	Explore how far the representations of gender in the contemporary mainstream and historical magazines you have studied reflect their historical contexts.	30
	2b	Explore how far the representations of issues in the mainstream and non-mainstream magazines you have studied reflect their social contexts.	30
2022	2a	How important are digital platforms to reaching and maintaining a variety of audiences? Compare the distribution of the mainstream and non-mainstream online magazines you have studied.	30
	2b	How important are specialised audiences to the magazine industry? Compare how the mainstream and non-mainstream magazines you have studied reflect the needs of different audiences.	30

2023	21	Van Zoonen argues that the display of women's bodies as 'objects to be looked at' is a core element of western patriarchal culture. Explore this idea in relation to the mainstream and historical magazines you have studied.	30
	22	David Gauntlett states that the media today offer us a diverse range of stars, icons and characters from whom we may 'pick and mix' different ideas. Explore this idea in relation to the mainstream and historical magazines you have studied.	30
2024	21	Levi Strauss argues that meaning within a media product is created through oppositions. Discuss this statement with reference to the online mainstream magazine and historical magazine you have studied.	30
	22	Stuart Hall states that media products are encoded by producers and decoded by audiences. Discuss this statement with reference to the mainstream and non-mainstream online magazines you have studied.	30

## Section C: Media in the Digital Age - Video Games

Year	Q. no.		Tariff
SAMS	3a	'Fans demand the right to participate' (Henry Jenkins). Using Jenkins' theory of fandom, explore fans' response to the two video games you have studied.	30
	3b	To what extent are video games harmful to society? Use Bandura's media effects theory to explore the two video games you have studied.	30
2019	3a	David Gauntlett suggests that the media provide audiences with resources which they use to construct identities. Explore this idea in relation to two video games you have studied.	30
	3b	Albert Bandura suggests that audiences develop attitudes through modelling by the media. Explore this idea in relation to two video games you have studied.	30
2022	3a	How far do representations of ethnicity in video games reflect cultural contexts? Explore one action-led game and one game in another genre you have studied.	30
	3b	How far do audience responses to video games reflect cultural contexts? Explore one action-led game and one game in another genre you have studied.	30
2023	31	How do technological changes influence the video games industry? Explore with reference to the two-action led franchise games you have studied.	30
	32	How important are other media industries to the video games industry? Explore with reference to the two action-led franchise games you have studied	30

2024	31	Explore how stereotypes can be used positively and/or negatively within video games. In your answer, refer to one action-led franchise game and the one game in another genre you have studied.	30
	32	How far do representations of gender reflect their social contexts? In your answer, refer to one action-led franchise game and the one game in another genre you have studied.	30