

Eduqas AS Media Studies

Components 1 and 2

Directory of Exam Questions

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Component 1

Many of the questions listed below may have bullet points to support responses. Please refer to the past paper to see the full question.

Media Language

Year	Question		Unseen resource(s)	Tariff
SAMS	1	How does media language communicate meaning in the advertisement?	Advertisement: Barnardo's <i>Believe in Me</i> campaign, made in 2016.	10
2018	1	How do visual elements create meaning in this music video extract?	Extract from music video: <i>Shape of You</i> (Ed Sheeran, 2017)	10
2019	1	Explore how media language creates meaning in this advertisement	Television advertisement for Amazon, released in 2016	10
2020 (Autumn)	2	How are genre conventions used in this poster to attract audiences to the film?	Film poster for the comedy horror film <i>What We Do in the Shadows</i> (Taika Waititi, 2014).	10
2022	1	Explore how editing is used in this music video extract.	Extract from music video: <i>Here With Me</i> (Marshmello feat. CHVRCHES, 2019).	10
2023	2	Explore how the combination of elements of media language influences meaning.	Front page of the <i>Daily Mail</i> (June 8, 2020)	10
2024	1	Explore how the combination of elements of media language communicates meaning in this advertisement.	Advertisement: <i>Miss Dior, The New Fragrance</i> (2021)	10

Representation

Many of the questions listed below may have bullet points to support responses. Please refer to the past paper to see the full question.

Year	Question		Unseen resource(s)	Tariff
SAMS	2	Compare the choices that have been made in the representation of ethnicity in the film poster and the music video.	Film poster for <i>Hidden Figures</i> (2016) (Set product: music video - either <i>Formation</i> by Beyoncé, or <i>Dream</i> by Dizzee Rascal)	25
2018	2	Compare how stereotypes are used in the film poster for Wonder Woman and the advertisement for Tide.	Film poster for <i>Wonder Woman</i> (2017) (Set product: print advertisement for <i>Tide</i>)	25
2019	2	Compare how representations of events are constructed in these two front pages.	Front page of The Sun, published on the day of the 2016 'Brexit' referendum (Set product: front page of the <i>Daily Mirror</i> published on the day after the 2016 US presidential election)	25
2020	1	Compare how representations of ethnicity convey values and attitudes.	Extract from music video, <i>God's Plan</i> (Drake, 2018) (Set product: music video <i>Formation</i> (Beyoncé, 2016), or <i>Dream</i> (Dizzee Rascal, 2004))	25
2022	2	Compare the representation of issues in these two advertisements.	Advertisement for the <i>Feed Our Future</i> campaign (2019) (Set product: <i>WaterAid</i> advertisement)	25
2023	1	Compare how representations of gender convey values.	Extract from music video: <i>The Man</i> (Taylor Swift, 2020) (Set product: Film poster of <i>Kiss of the Vampire</i>)	25
2024	2	Compare how representations convey beliefs about the world.	Film poster for <i>The Woman King</i> (2022) (Set product: print advertisement for <i>Tide</i>)	25

Media Industries

Year	Question		Tariff
SAMS	3a	Give one example of a public service radio station.	1
	3b	Briefly explain two key features of public service broadcasting.	4
	3c	Explain how social and cultural contexts influence radio production. Refer to <i>Late Night Woman's Hour</i> to support your points.	10
2018	3a	Name the media organisation that owns the <i>Daily Mirror</i> .	1
	3b	Identify two ways in which newspapers are distributed.	2
	3c	Briefly explain an advantage of one of these ways.	2
2019	3a	Give one example of a global video gaming publisher.	1
	3b	Briefly explain two ways in which gaming publishers market their games.	4
	3c	Explain how social and cultural contexts influence video game production. Refer to <i>Assassin's Creed III: Liberation</i> to support your points.	10
2020	3a	Name a major film studio that distributes films globally.	1
	3b	Briefly explain two advantages of a major studio producing a film.	4
	3c	Explain how economic contexts influence film distribution. Refer to <i>Straight Outta Compton</i> to support your points.	10
2022	3a	Name the regulatory body for film in the UK.	1
	3b	Explain briefly why films are regulated.	4
	3c	Explain how cultural contexts can influence film marketing. Refer to <i>Black Panther</i> to support your points.	10

2023	3a	Give one example of a British public service station.	1
	3b	Briefly explain two characteristics of public service broadcasting.	4
	3c	Explain how social cultural contexts may affect radio production. Refer to <i>Late Night Woman's Hour</i> to support your points.	10
2024	3a	Name the regulatory body for video games in the UK.	1
	3b	Explain why video games are regulated.	4
	3c	Explain how social and cultural contexts influence video game production. Refer to at least one game from the <i>Assassin's Creed</i> franchise to support your points.	10

Audiences

Year	Question		Tariff
SAMS	4a	Identify two ways in which media organisations categorise audiences.	2
	4b	Explain how producers of video games target audiences. Refer to <i>Assassin's Creed 111: Liberation</i> to support your points.	8
2018	4a	Using demographics and/or psychographics, identify two possible audiences for <i>Assassin's Creed III: Liberation</i> .	2
	4b	Explain how audiences interact with video games. Refer to <i>Assassin's Creed III: Liberation</i> to support your points.	8
2019	4a	Identify two different audiences for <i>Late Night Woman's Hour</i> .	2
	4b	How might audiences respond differently to radio? Refer to <i>Late Night Woman's Hour</i> to support your points.	8
2020	4a	Identify two ways in which audiences can be actively involved with online news.	2
	4b	Explain how media technologies impact on audience consumption. Refer to the <i>Daily Mirror</i> to support your points.	8
2022	4a	Identify two ways video games may appeal to their audiences.	2
	4b	Explain how audiences might interpret the same video game in different ways. Refer to one game from the <i>Assassin's Creed</i> franchise to support your points.	8
2023	4a	Identify two ways in which advertisers categorise audiences.	2
	4b	Explain how producers of advertisements target audiences. Refer to set <i>WaterAid</i> advertisement to support your points.	8
2024	4a	Identify two audiences targeted by the <i>Daily Mirror</i> .	2
	4b	Explain why audiences interpret newspapers in different ways. Refer to the <i>Daily Mirror</i> to support your points.	8

Component 2

Section A: Television

Year	Question		Tariff
SAMS	1-3	To what extent does the set episode of [<i>Life On Mars/Humans/The Jinx</i>] conform to Todorov's theory of narrative equilibrium?	20
2018	1-3a	Explain what you understand by intertextuality. Refer to the set episode of [<i>Life on Mars/Humans/The Jinx</i>] to support your response.	5
	1-3b	To what extent does the set episode of [<i>Life on Mars/Humans/The Jinx</i>] support Steve Neale's suggestion that genres change over time?	15
2019	1-3	How far might audiences respond differently to representations in the set episode of [<i>Life on Mars/Humans/The Jinx</i>]? Refer to Stuart Hall's reception theory in your response.	20
2020	1-3	Explain how television organisations maintain national and global audiences. Refer in detail to [<i>Life on Mars/Humans/The Jinx</i>].	20
2022	1-3a	Briefly explain Todorov's theory of narratology.	5
	1-3b	Explore the importance of narrative in the set episode of [<i>Life on Mars/Humans/The Jinx</i>].	15
2023	10-30	Explain how marketing strategies promote television programmes. Refer in detail to [<i>Life on Mars/Humans/The Jinx</i>] to support your answer.	20
2024	11-13	To what extent do social and cultural contexts affect representations in television programmes? Explore examples from [<i>Peaky Blinders/Black Mirror/Killing Eve</i>] to support your answer.	20

Section B: Magazines

Year	Q. no.		Tariff
SAMS	4-6a	With reference to the front cover of the set edition of [<i>Woman/Woman's Realm/Vogue</i>], explain the difference between denotation and connotation.	5
	4-6b	How far do the representations in the set edition of [<i>Woman/Woman's Realm/Vogue</i>], reflect social and cultural contexts?	15
2018	4-6	To what extent does the set edition of [<i>Woman/Woman's Realm/Vogue</i>] magazine target a particular audience? Explore specific aspects of the set product in your response.	20
2019	4-6	How important are images in communicating meaning in magazines? Explore the front cover and one article from the set edition of [<i>Woman/Woman's Realm/Vogue</i>] in your response.	20
2020	4-6a	Briefly explain Gauntlett's theory of identity [<i>Woman/Woman's Realm/Vogue</i>].	5
	4-6b	How far do representations in the set edition of [<i>Woman/Woman's Realm/Vogue</i>] reflect the time in which the magazine was produced?	15
2022	4-6	Resource: [<i>Woman/Woman's Realm/Vogue</i>] Explain the strategies used by magazine producers to attract audiences.	20
2023	41-61	Briefly explain Gerbner's cultivation theory. Refer to the set edition of [<i>Woman/Woman's Realm/Vogue</i>] to support your response.	5
	42-62	Explore how particular social groups may be misrepresented in the set edition of [<i>Woman/Woman's Realm/Vogue</i>].	15
2024	21-25	Briefly explain the terms 'denotation' and 'connotation'. Provide one example from the set edition of [<i>Woman/Woman's Realm/Vogue</i>] magazine to illustrate your answer.	5
	22-26	Explore how magazines communicate multiple meanings. Use one article or advertisement from the set edition of [<i>Woman/Woman's Realm/Vogue</i>] to support your response.	15

Section C: Online Media

Year	Q. no.		Tariff
SAMS	7-8	Explain the strategies that producers of blogs and vlogs use to attract their target audiences. Refer to <i>[PointlessBlog/Zoella]</i> in your response.	20
2018	7-8	Explain how representations of identity are constructed in blogs and vlogs. Refer to relevant theories and <i>[PointlessBlog/Zoella]</i> in your response.	20
2019	7-8a	Briefly explain the impact of digital technologies on media audiences. Refer to <i>[PointlessBlog/Zoella]</i> in your response.	5
	7-8b	Explain how digital technologies are used in the production and distribution of blogs and vlogs. Refer in detail to <i>[PointlessBlog/Zoella]</i> in your response.	15
2020	7-8	To what extent do audiences interact with blogs and vlogs? Explore examples of media language in <i>[PointlessBlog/Zoella]</i> .	20
2022	7-8	How far do blogs and vlogs reinforce stereotypes? Explore <i>[PointlessBlog /Zoella]</i> in your response.	20
2023	70-80	How far does technology impact on media language in online products? Explore <i>[Alfie Deyes/Zoe Sugg]</i> to support your answer.	20
2024	31-32	Explain the impact of digital technologies on media regulation. Refer in detail to <i>[JJ Olatunji/KSI/Zoe Sugg]</i> to support your answer.	20