INSTRUCTIONS

• Use black ink.
• Complete the boxes on the front of the Answer Booklet.
• Answer all the questions.
• Do not write in the barcodes.

INFORMATION

• The total mark for this paper is 70.
• The marks for each question are shown in brackets [ ].
• Quality of extended response will be assessed in questions marked with an asterisk (*).
• This document consists of 8 pages.
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Answer all the questions.

SECTION A

The Media Theoretical Framework

1. Explain how economic contexts influence film production. Refer to Disney’s The Jungle Book (2016) to support your points. [5]

2. Analyse how the music video Billie Jean by Michael Jackson challenges stereotypical representations of ethnicity. [10]

3. Explain how magazine front covers represent social, cultural and political events. Refer to Source A to support your points. [10]
Source A – Front cover of The Big Issue (issue 1239, 16 January 2017)
In this question you will be rewarded for drawing together knowledge and understanding from your full course of study, including different areas of the theoretical framework and media contexts.

You should refer to examples from the long form television drama you have studied from the list below.

<table>
<thead>
<tr>
<th>Long Form Television Dramas</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Mr Robot</em>: (‘eps1.0_hellofriend.mov’, season 1, episode 1, June 2015)</td>
</tr>
<tr>
<td><em>House of Cards</em>: (‘Chapter 1’, season 1, episode 1, January 2013)</td>
</tr>
<tr>
<td><em>Homeland</em>: (season 1, episode 1, October 2011)</td>
</tr>
<tr>
<td><em>Stranger Things</em>: (‘The Vanishing of Will Byers’, season 1, episode 1, July 2016)</td>
</tr>
</tbody>
</table>

4* ‘Recognisable stars are a key factor in the success of long form television dramas.’ Discuss how far you agree with this statement in relation to the set episode of the long form television drama you have studied.

In your answer you must:
- consider the codes and conventions of long form television drama
- consider the cultural and economic contexts of long form television drama
- analyse how key actors/characters are represented in the episode using media language
- refer to relevant academic ideas and arguments in your analysis
- make judgements and draw conclusions about how far you agree with the statement.
Section C begins on page 6.
Study **Sources B and C** and then answer questions 5 and 6.

**Source B** – Facebook post from @DailyMail (20 July 2017). Emily Maitlis is a presenter on the BBC television show *Newsnight*.

Facebook post by @MailOnline - 'Could Emily Maitlis quit Newsnight over pay snub'. Item removed due to third party copyright restrictions. Link to Daily Mail article: http://www.dailymail.co.uk/news/article-4715678/Newsnight-presenter-Emily-Maitlis-slams-BBC-pay.html

Facebook comments on Daily Mail article Facebook Post. Item removed due to third party copyright restrictions.
Images of BBC presenters. Item removed due to third party copyright restrictions. Link to online article: http://www.telegraph.co.uk/news/2017/07/19/bbc-must-make-stars-take-pay-cut-ministers-say-threaten-release/
Evaluate how Source B and Source C use elements of media language to convey different values, attitudes and beliefs about the world.

In your answer you must:
• analyse the ways in which media language has been used in Source B and Source C to convey values, attitudes and beliefs about the world
• refer to relevant contexts and academic ideas and arguments in your analysis
• draw judgements and conclusions in relation to the question.

‘The newspaper industry must evolve or die.’ Explain how newspapers have responded to technological and social changes in order to survive. Refer to the Daily Mirror to support your answer.

In your answer you must:
• consider relevant technological and social changes that influence newspaper production, distribution and circulation
• use your knowledge and understanding of relevant academic ideas and arguments
• refer to the Daily Mirror as an example of how newspapers have responded to changes in audiences' consumption of news.

END OF QUESTION PAPER