

## Monday 3 June 2019 – Afternoon

### GCSE Media Studies

#### J200/01 Television and Promoting Media

**Time allowed: 1 hour 45 minutes** (including 30 minutes viewing time)



**You must have:**

- a DVD extract
- the insert (inserted)

**You may use:**

- additional paper



Please write clearly in black ink. **Do not write in the barcodes.**

Centre number

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Candidate number

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First name(s)

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Last name

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#### INSTRUCTIONS

- The Insert will be found inside this document.
- Use black ink.
- Answer **all** the questions in Sections A and B.
- Write your answer to each question in the space provided.
- Additional paper may be used if necessary, but you must clearly show your candidate number, centre number and question number(s).

#### 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 **20** pages.

## SECTION A –Television

## INSTRUCTIONS TO CANDIDATES

- \* This extract relates to Questions 1–3. You have **three minutes** to read these questions before the extract begins
- \* The extract is approximately **three minutes** long and will be played **four** times
- \* **First screening:** watch the extract, you may make notes
- \* **Second screening:** watch the extract and make notes
- \* There will be a **five minute** break for you to make notes
- \* **Third screening:** watch the extract and make notes
- \* There will be another **five minute** break to make notes
- \* **Final screening:** watch the extract and make notes
- \* You will have **four minutes** to complete your notes.

You are advised to use the full 30 minutes to watch the extracts and make notes before starting to answer the questions.

Answer **all** the questions.

The extract is from the television crime drama **Cuffs** (Episode 1, BBC One, 2015)



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NOTES PAGE

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3\* In this question you will be rewarded for drawing together elements from your full course of study, including different areas of the theoretical framework and media contexts.

How far does *Cuffs* adapt police drama genre conventions to fit its family audience at 8pm on BBC1?

In your answer you must:

- analyse the extract's use of genre conventions
  - make judgements and draw conclusions about how far the extract adapts the conventions of police drama to fit its scheduling and audience.
- [15]**

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4 State **two** ways audiences can watch dramas like *Cuffs* after they have first been shown on television. Explain why audiences might prefer these ways.

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**SECTION B – Promoting Media**

Answer **all** the questions.

**6** Identify which Hollywood studio distributed *The Lego Movie*.

..... [1]

**7** Explain **two** ways of marketing a film.

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- 8 Explain at least **two** ways that audiences are active rather than passive when playing video games. Refer to *The Lego Movie* video game to support your answer. [10]

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9 Refer to **Extracts 1, 2, 3, 4 and 5 in the Insert**. Analyse how gender has been represented in *The Lego Movie* poster campaign.

In your answer you must also refer to relevant media contexts. [10]

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**END OF QUESTION PAPER**

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