



Oxford Cambridge and RSA

Wednesday 14 May 2025 – Afternoon

GCSE (9–1) 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



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)

Last name

INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the space provided. You can use extra paper if you need to, but you must clearly show your candidate number, the centre number and the question numbers.
- Answer **all** the questions.

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 has **16** pages.

ADVICE

- Read each question carefully before you start your answer.

2
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 a **five-minute** break to make notes
- **Final screening:** watch the extract and make notes
- You will have **four minutes** to complete your notes.

The extract is from the television crime drama **Vigil** (Series 1, Episode 1).

[illegible]

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a full page of a handwriting practice worksheet. It consists of multiple sets of three horizontal dashed lines, providing a guide for letter height and placement. The lines are evenly spaced across the entire page, leaving ample room for writing practice. There is no text or other markings on the page.

1 Analyse how **sound** is used in the extract to create meaning. Refer to **two** examples in your answer.

..... [5]

2 Analyse how far the extract creates a sense of danger.

In your answer, you must:

- analyse aspects of the extract using examples to support your analysis
- judge how far these aspects create a sense of danger.

[10]

[illegible]

3* How far does the extract create a stereotypical representation of masculinity?

In your answer you must:

- analyse aspects of media language and representation, giving detailed examples
- make judgements and reach conclusions.

You will be rewarded for drawing together elements from your full course of study.

[15]

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

- 4 Explain **two** reasons why audiences might watch television programmes. Refer to Blumler and Katz's theory in your answer.

..... [5]

- ## 5 The Avengers

Explain how social and/or cultural contexts influence representations in television programmes. Refer to *The Avengers* to support your answer. **[10]**

[illegible]

SECTION B

Promoting Media

- 6 Identify which regulatory body regulates the video gaming industry in the UK.

..... [1]

- 7 Explain **two** benefits of vertical integration.

1

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2

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[4]

- 8 Explain **two** ways that audiences are targeted by film poster campaigns. Refer to The Lego Movie poster campaign to support your answer.

[10]

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- 9 Analyse how gender has been represented in the trailer for The Lego Movie. Refer to the trailer only, **not** to the advertising break before the trailer. [10]

This image shows a full page of white paper with horizontal dashed lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

END OF QUESTION PAPER

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