

Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate Signature

AS MEDIA STUDIES

Unit 1 Investigating the Media

01	02	03	04

MOCK PAPER

Morning

Time allowed: 1 hours 15 minutes

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer all questions in Section A.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all planning in this book. Cross through any work that you do not want to be marked.

Information

- The maximum mark for this paper is 48.
- The marks for questions are shown in brackets.
- You will be expected to show that you know and understand:
 - media concepts, contexts and critical debates
 - how meanings and responses are created within media products and processes.
- You will also be marked on your ability to:
 - use good English
 - organise relevant information clearly
 - use specialist vocabulary where appropriate.

Advice

- You are advised to spend 1 hour 15 minutes (including 15 minutes' viewing time) planning and writing your answers to Section A.



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Section A**Texts, Concepts and Contexts**

Answer **all** questions in Section A.

Read the information and the four questions below.

You will be shown a media product **three** times. In between viewings you should make notes in response to the questions below in the space provided. These notes will not be marked.

You should spend approximately **15 minutes** answering **each** question in Section A.

You should support your answers with evidence from the media product.

You are about to watch the opening sequence to Channel 4s, ten episode documentary film 'Benefits Street'. The documentary follows the lives of residents who live on James Turner street in Birmingham, 90% of which is said to live off government funded benefits. It was first aired on January 6, 2014 after Channel 4 News.

This documentary series gained 'controversial' feedback from critics saying that Channel 4 'exploited the lives of the poor' to essentially profit from the proletariat figures in our society. Ofcom received thousands of complaints after the first airing of the show which led to an investigation being launched as to whether the broadcasting regulations were breached. It concluded that the rules have not been broken. The series sparked a big political debate in the House of Commons on the topic of Welfare and if enough is done to stop poverty.

However, positive feedback came with time and Channel 4 seen the highest viewing figures every since 2012 for any show broadcasted. After the final episode of the documentary, a follow up programme was commissioned entitled 'Immigration Street'.

***Proletariat = working class**

01 Representations

How are the residents of James Turner street represented?

[12 marks]

02 Forms

How is the narrative used to make the viewers want to watch the programme?

[12 marks]

03 Institutions

How does Channel 4 'exploit the lives of the poor' to make profit and spark a larger debate on the issues in our society?

[12 marks]

04 Audiences

Does the opening sequence appeal to a mainstream audience?

[12 marks]



You may make notes on this page. These notes will not be marked.



01 How are the residents of James Turner street represented?

[12 marks]

Please turn over for next question

Turn Over ►



02 How is the narrative used to make the viewers want to watch the programme?
[12 marks]



Please turn over for next question

Turn Over ▶



03 How does Channel 4 'exploit the lives of the poor' to make profit and spark a larger debate on the issues in our society?

[12 marks]



Please turn over for next question

Turn Over ▶



04

Does the opening sequence appeal to a mainstream audience?

[12 marks]



Please turn over for next question

Turn Over ►

