



# Cambridge International AS & A Level

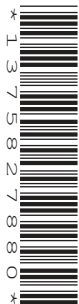
**MEDIA STUDIES**

**9607/02**

Paper 2 Media Texts and Contexts

**October/November 2022**

**2 hours**



You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

## INSTRUCTIONS

- Answer **two** questions in total:  
Section A: answer Question 1.  
Section B: answer **one** question.
- Follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.

## INFORMATION

- The total mark for this paper is 50.
- The number of marks for each question or part question is shown in brackets [ ].

This document has **4** pages. Any blank pages are indicated.

The first 30 minutes will be spent watching and making notes on the moving image extract.

You should use 45 minutes to answer Section A before moving on to spend 45 minutes on Section B.

### Section A: Media texts

You will be shown an extract from a TV drama a total of four times.

During the first screening, you should **not** make notes.

During the second, third and fourth screenings you may make notes in the answer booklet.

There will be gaps between each screening for further note-making.

Your notes should be crossed out after you have finished writing your answer.

- 1 Analyse how the extract from *The OA* constructs meaning, including the specific representations of individuals/groups/events/places, through the following technical elements:
- camera shots, angles, movement and composition
  - sound
  - mise-en-scène
  - editing.

Extract: *The OA* (Season 1, Chapter 1 'Homecoming', 2016, dir. Batmanglij) [25]

### Section B: Media contexts

Answer **one** question from Section B.

You should make references to at least one case study in your answer.

#### EITHER

- 2 Assess the importance of synergy for marketing in the media area you have studied. [25]

#### OR

- 3 Explain how media institutions respond to the changing demands of the audience in the media area you have studied. [25]



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