Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

MEDIA STUDIES **9607/02**

Paper 2 Key Media Concepts **May/June 2015**

2 hours

Additional Materials: 16-page answer booklet

0448038976

READ THESE INSTRUCTIONS FIRST

If you have been given an Answer Booklet, follow the instructions on the front cover of the Booklet.
Write your Centre number, candidate number and name on the work you hand in.
Write in dark blue or black pen.
You may use an HB pencil for any diagrams or graphs.
Do not use staples, paper clips, glue or correction fluid.
DO **NOT** WRITE IN ANY BARCODES.

Answer Section A **and one** question from Section B.

At the end of the examination, fasten all your work securely together.
The number of marks is given in brackets [ ] at the end of each question or part question.

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The total duration of this paper is 2 hours.
The first 30 minutes will be spent watching and making notes on the moving image extract.

After the 30 minutes of screening and note-making time, you should use 45 minutes to answer Section A before moving on to spend the last 45 minutes on Section B.

Section A: Textual analysis and representation

You will be shown an extract from 'Breaking Bad' a total of four times. During the first screening, you should not make notes; during the second, third and fourth screenings there will be an opportunity to make notes and there will be gaps in between for further note-taking. Your notes should be made in the answer booklet and ruled through after you have finished writing your answer.

Extract: *Breaking Bad* (Pilot, dir. Vince Gilligan, 2008).

1 Discuss the ways in which the extract constructs meaning through the following:

- camera shots, angles, movement and composition
- editing
- sound
- mise-en-scène. [50]

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Section B: Institutions and audiences

Answer **one** question from this section.

Refer to specific examples from **one** media area chosen from:

- film
- music
- print
- radio
- video games.

2 Assess the importance of marketing in the media area you have studied. [50]

OR

3 Evaluate the impact of media ownership on the media texts which get produced. [50]

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