Cambridge Assessment International Education

Cambridge International AS & A Level

MEDIA STUDIES **9607/21**

Paper 2 Key Media Concepts **May/June 2020**

2 hours

4974935066

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 100.
- The number of marks for each question or part question is shown in brackets [ ].

This document has **4** pages. Blank pages are indicated.

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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 *The Knick* 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: *The Knick* ('Method and Madness', 2014 dir. Soderbergh)

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 Evaluate the importance of cross-media convergence for marketing in the media area you have studied. [50]

OR

3 Explain how digital distribution has affected audience consumption in the media area you have studied. [50]

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