Cambridge Assessment International Education

Cambridge International AS & A Level

MEDIA STUDIES **9607/02**

Paper 2 Media Texts and Contexts **October/November 2022**

2 hours

1375827880

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.

© UCLES 2022

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]

© UCLES 2022

BLANK PAGE

© UCLES 2022

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.

© UCLES 2022