



Cambridge International AS & A Level

MEDIA STUDIES

9607/21

Paper 2 Key Media Concepts

May/June 2020

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

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

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]

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]

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 the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.