Answer all questions.

SECTION A – Textual Analysis and Representation (unheard audio extract)

• You will be allowed two minutes to read the question for Section A before the extract is played.
• The extract will be played four times.
• First audio extract: listen to the extract; no notes are to be made this time.
• Second audio extract: listen to the extract and make notes.
• There will be a brief break for note-making.
• Third and fourth audio extract: listen to the extract and make notes.
• Your notes for Section A are to be written in the answer booklet provided and must be handed in at the end of the examination. Rule a diagonal line through your notes afterwards.

Answer the question below, with detailed reference to specific examples from the extract only.

Extract: The One About the Social Worker written by Martin Jameson, broadcast on BBC Radio 4, 18 January 2016.

1 Discuss the ways in which the extract constructs the representation of gender using the following:

• Speech
• Music
• Sound Effects
• Editing

[50 marks]
SECTION B – Institutions and Audiences

Answer the question below, making detailed reference to examples from your case study material to support the points made in your answer.

2 'Marketing is vital to the success of both established and new media products.' To what extent do you agree with this statement in relation to the media area you have studied?

Candidates must choose to focus on one of the following media areas. You may make reference to other media in your answers.

- Film
- Music
- Newspapers
- Radio
- Magazines
- Video games

[50 marks]