IQM3009

LEVEL 3 · CONTROLLED ASSESSMENT

INTO QUALIFICATIONS

Media Studies

Assessment 3: Written Examination

Candidate question paper

Duration
2 hours 30 minutes

Total marks
80

Assessment window
Sample assessment

Assessment set
Set S of 2026

Response instruction
Write all answers in the separate answer booklet.

Release timing
exam release

Paper
A3

Assessment set ID
AY2026/27-SAMPLE-V2

INTO QUALIFICATIONS LEARNER ID

DELIVERY CENTRE ID (OPTIONAL)

EXAM DATE
_____

ASSESSMENT SET
Set S of 2026

Do not open this paper until instructed. Record every answer in the separate answer booklet.

FOR MARKER USE ONLY

Marker initials	**Mark / 80**

Instructions

- Answer every question in Sections A, B and C. There are no optional questions.
- Write all answers in the separate answer booklet and identify each question clearly.
- Closed book. No candidate-provided materials, notes or teaching materials are permitted. Calculator: not applicable. No AI permitted.
- The mark allocation is shown beside each question.

MOCK SAMPLE — Section C refers to one product from the controlled mock pre-study set. The product is not reproduced or played in the examination.

Section A · Multiple-choice questions

Answer all 20 questions. 20 marks.

Question A1 · 1 mark

In Barthes's semiotics, which term describes the culturally associated meanings of a sign? 1

A Equilibrium
B Vertical integration
C Connotation
D Distribution

Question A2 · 1 mark

Which event most clearly represents a disruption in Todorov's account of narrative? 1

A An unexpected disappearance interrupts the town's routine.
B A narrator introduces the town's usual daily life.
C The final credits identify the production company.
D A town returns to a changed routine after a crisis.

Question A3 · 1 mark

Which statement is most consistent with Neale's account of genre? 1

A A product loses all genre identity if it combines conventions.
B A genre requires every product to repeat an identical plot.
C Genres are determined only by the age of the audience.
D Genres use recognisable conventions while also introducing differences.

Question A4 · 1 mark

A drama repeatedly contrasts a tightly regulated city with an unpredictable wilderness. Which concept best identifies this organising contrast? 1

A Cultivation differential
B Binary opposition
C Mass amateurisation
D Audience segmentation

Question A5 · 1 mark

Which question is most directly associated with Baudrillard's idea of hyperreality? 1

A How does a broadcaster divide advertising revenue?
B How might simulations become more authoritative than the realities they appear to represent?
C Which character first notices a narrative disruption?
D How many production staff are needed for a studio programme?

Question A6 · 1 mark

Which statement best explains how media representation works? 1

A A camera automatically preserves a subject's only possible meaning.
B A representation is accurate whenever many people share it.
C Meaning depends entirely on the cost of production.
D Selection and the use of signs help construct how a subject is understood.

Question A7 · 1 mark

Which approach best reflects Gauntlett's account of media and identity? 1

A People can use media resources while developing and negotiating their identities.
B One advertisement permanently determines the identity of every viewer.
C A person's identity is unaffected by any social or cultural resource.
D Only professional producers can explore identity through media.

Question A8 · 1 mark

Van Zoonen's feminist approach would most directly invite investigation of which issue? 1

A The number of minutes between advertisement breaks
B The file size of a digital photograph
C How media discourse connects gender with unequal power
D The mathematical ratio between two screen dimensions

Question A9 · 1 mark

Which claim is most consistent with Butler's account of gender performativity? 1

A Repeated socially regulated acts help constitute what appears to be a stable gender.
B Gender is simply a consciously chosen costume for each occasion.
C Media images provide direct proof that gender roles are biologically fixed.
D A gender representation has the same meaning in every historical context.

Question A10 · 1 mark

Which concept is most closely associated with Gilroy's work on ethnicity and culture? 1

A New equilibrium
B Diaspora
C Cultivation differential
D Vertical integration

Question A11 · 1 mark

A single group owns several news outlets in the same market. Which issue is most directly raised by Curran and Seaton's approach? 1

A Whether the outlets use the same camera resolution
B Whether every news story has a resolved narrative ending
C Whether concentrated ownership affects the range of voices available
D Whether one reader remembers a headline accurately

Question A12 · 1 mark

Which tension is most relevant to Livingstone and Lunt's account of regulation? 1

A A character's goal versus the order of scenes
B Literal meaning versus a printer's colour setting
C A microphone's price versus its recording format
D Consumer choice versus wider responsibilities to citizens

Question A13 · 1 mark

A studio commissions another film in a successful series to reduce uncertainty about demand. Which cultural-industry strategy does this illustrate? 1

A Removing all commercial risk
B Abandoning audience expectations
C Ending control of distribution
D Using an established format to manage risk

Question A14 · 1 mark

Which process is central to Bandura's account of social learning? 1

A Learning only through an individual's direct punishment
B A producer selecting a genre label
C Learning through observing models and their behaviour
D Long-term exposure determining identical attitudes

Question A15 · 1 mark

Gerbner's cultivation approach is most concerned with which process? 1

A One viewer immediately copying every action in one programme
B Long-term patterns of television exposure shaping perceptions of social reality
C A director changing the order of a single scene
D A company reducing the cost of printing posters

Question A16 · 1 mark

A viewer accepts an advertisement's general environmental message but rejects its claim that buying this particular brand is the best response. In Hall's reception model, this is most plausibly which reading? 1

A Negotiated
B Oppositional to the whole message
C Dominant
D Technically incorrect

Question A17 · 1 mark

Which example most clearly illustrates participatory fandom in Jenkins's account? 1

A An audience member noticing that a cinema ticket costs more
B A distributor deciding how many cinemas receive a film
C Fans creating and exchanging alternative stories about a shared fictional world
D A viewer leaving a television switched on without attending to it

Question A18 · 1 mark

Which development most directly supports Shirky's challenge to the traditional producer–audience divide? 1

A All media messages reaching an identical mass audience
B Publishing requiring increasingly expensive broadcast licences
C Audiences having no means of responding to producers
D People using accessible digital tools to publish and coordinate their own contributions

Question A19 · 1 mark

In Barthes's semiotics, what term describes the literal, immediately observable meaning of an image? 1

A Denotation
B Connotation
C Myth
D Enigma code

Question A20 · 1 mark

A media company owns both a production studio and the service that distributes its programmes. Which term describes this arrangement? 1

A Negotiated reading
B Vertical integration
C Binary opposition
D Textual poaching

Section B · Short-answer questions

Answer all six questions. Each question is worth 5 marks. Total: 30 marks.

Question B1 · 5 marks

A fictional detective series keeps a recurring investigator and a weekly mystery, but its new season tells the story through the suspects' video diaries. Explain how Neale's account of repetition and difference can help explain this combination. 5

Question B2 · 5 marks

A fictional magazine's careers feature repeatedly shows men giving instructions while women take notes. Using Van Zoonen's feminist approach, explain how this repeated selection could construct a relationship between gender and authority. 5

Question B3 · 5 marks

A fictional documentary describes a music scene as belonging exclusively to one nation. Its own interviews describe musicians, recordings and styles moving between several countries. Using Gilroy's work on diaspora, explain how the interviews could challenge the documentary's description. 5

Question B4 · 5 marks

A fictional streaming company owns a studio and a distribution service. It promotes a new spin-off of its best-known series across both. Explain how this strategy can manage commercial risk, using Hesmondhalgh's account of cultural industries. 5

Question B5 · 5 marks

A fictional college news service uses the headline "More space, less stress? Library trials later Tuesdays". Its report says the library will offer free drop-in study space until 19:00 on Tuesdays for four weeks next term, with no booking. Student comments will inform whether the trial continues. Explain how two choices in the headline construct a meaning for student readers, and explain one limit of the claim suggested by the headline. Refer to the supplied wording and facts. 5

Question B6 · 5 marks

A fictional researcher asks whether frequent viewers of a television crime series think everyday life is more dangerous than occasional viewers do. Explain why Gerbner's cultivation approach is relevant, and give one reason why an association in this study would not by itself establish a media effect. 5

Section C · Analysis of a studied media product

Answer the compulsory question. 30 marks.

Use evidence recalled from the specified product identified in the question. The product will not be reproduced or played. No notes or teaching materials are allowed.

Question C1 · 30 marks

Analyse how media language is used to construct meanings about identity and power in the fictional magazine cover Common Ground, Issue 01: Who Owns the City? (Mock original Version 1.0; control reference IQM3009-A3-MOCK-P1-v1.0). Refer to specific visual and written choices, relevant magazine-cover conventions and how these may shape audience interpretation. Use specific evidence recalled from the studied product. [30 marks]	30