

SECTION B – Social values

Name the text you studied for Social values this year.

Production period _____

Place of production _____

Question 1

Describe **one** social value that existed in the period and place of production of the text you studied.

2 marks

Question 2

Explain how the social value you described in Question 1 is reflected in **one or more** of the representations in the text you studied.

4 marks

SECTION C – Media influences**Question 1**

Outline **two** contrasting communication models or theories of media influence which suggest that audiences respond to media texts in different ways.

4 marks

Question 4

Briefly **describe two** arguments used **in favour of** regulating particular forms of media content such as representations of violence, drug use, coarse language, racism and/or sexism.

1. _____

2. _____

4 marks
Total 20 marks