

Cambridge International AS & A Level

MEDIA STUDIES**9607/21**

Paper 2 Media Texts and Contexts

May/June 2026**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 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.

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 Curse* 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 Curse* (episode 1, 'Land of Enchantment', 2024, dir. Fielder)

[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** Explain the advantages and disadvantages of different marketing strategies in the media area you have studied. [25]

OR

- 3** Explain how media products are influenced by particular technologies of production. [25]

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