



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

I declare this is my own work.

A-level MEDIA STUDIES

Paper 1 Media One

Monday 22 May 2023

Afternoon

Time allowed: 2 hours

Materials

There are no other materials for this paper.

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for each question are shown in brackets.
- The maximum mark for this paper is 84.
- You are reminded of the need for good English and clear presentation in your answers.
- This paper is divided into two sections.
- Question **04** is an extended response question in which you will be rewarded for your ability to construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
TOTAL	



J U N 2 3 7 5 7 2 1 0 1

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Section A

Media Language and Media Representations

Answer **all** questions in the spaces provided.

0	1
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Figure 1 is an advertisement for Avon Cosmetics from the 1950s.**Figure 1**

Image of Avon advertisement not reproduced here due to third-party copyright restrictions



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outside the
box

0 3

To what extent does the Close Study Product Score construct a hyperreality?

[9 marks]

9

Turn over for the next question

Turn over ►



0 4

How valid is David Gauntlett's claim that audiences use representations in media products to construct their identities?

You should refer to the Close Study Product *Letter to the Free* in your response.

[20 marks]



Section B**Media Industries and Media Audiences**Answer **all** questions in the spaces provided.

For each question completely fill in the circle alongside the appropriate answers.

CORRECT METHOD



WRONG METHODS



If you want to change your answer you must cross out your original answer as shown.



If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown.

**0 5 . 1** Which **three** of the following are part of a neo-liberal approach to media industries?Shade **three** circles only.**[3 marks]**

- A** a consistent support for Public Service Broadcasting
- B** a desire for the deregulation of media markets
- C** a desire for increased regulation of media markets
- D** a move towards the privatisation of state-owned media interests (eg telecommunications)
- E** a championing of consumer choice above all other considerations
- F** a commitment to protect disadvantaged groups from misrepresentation and misinformation

0 5 . 2 What is meant by the term 'vertical integration'?**[3 marks]**



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Figure 1 © Avon Cosmetics

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1 6



2 3 6 A 7 5 7 2 / 1

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