



General Certificate of Secondary Education
June 2013

Media Studies

48101

Unit 1 Investigating the Media
Topic The Music Press: Print and Online

Thursday 6 June 2013 1.30 pm to 3.00 pm

For this paper you must have:

- an AQA 8-page answer book
- a clean copy of 48101/PM (enclosed)
- the A3 design sheet (enclosed)
- drawing and colouring materials.

Time allowed

- 1 hour 30 minutes

Instructions

- Use black ink or black ball-point pen. You should use coloured pencils, fine liners and a ruler where appropriate.
- Write the information required on the front of your answer book. The **Examining Body** for this paper is AQA. The **Paper Reference** is 48101.
- Answer **all** tasks.
- You may make sketches and diagrams to help develop your answers where appropriate.
- Do all rough work in your answer book. Cross through any work you do not want to be marked.
- Label clearly your additional sheets. Make it clear which task each sheet relates to. Attach them securely to your answer book.
- You may **not** bring your copy of the Preliminary Material (48101/PM) or any preparatory material to this examination.

Information

- The marks for tasks are shown in brackets.
- All tasks carry equal marks.
- The maximum mark for the paper is 60.
- You are reminded of the need for good English and clear presentation in your answers. Quality of written communication will be assessed.

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Answer **all** tasks.

All tasks carry equal marks.

0 1 In our view the function of the music press is to:

- spark interest in a wide range of music genres
- encourage exciting new talent
- allow fans to connect with their favourite bands/artistes.

How successful is the music press in doing this? Provide examples drawn from your research into both print and online magazines. *(15 marks)*

0 2 We are convinced that publishing online rather than in print is the best way forward. Do you think we are right? Give reasons for your answer. *(15 marks)*

0 3 Provide us with your contribution for an updateable page for our online magazine. We need:

- a suitable heading
- a brief outline of content for the first four updates
- suggestions for audience interactivity
- a brief explanation of why your page will appeal to your audience. *(15 marks)*

0 4 Now show us a mock-up of what your updateable online page would look like. You should use the A3 design sheet enclosed. *(15 marks)*

END OF TASKS

There are no tasks printed on this page