



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

GCSE MEDIA STUDIES (DOUBLE AWARD)

Unit 3 Exploring Media Industries

Monday 6 June 2016

Afternoon

Time allowed: 1 hour 30 minutes

Materials

For this paper you must have:

- insert to accompany Section B (enclosed).

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions. You are advised to spend 45 minutes on Section A and 45 minutes on Section B.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- 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 60.
- You are reminded of the need to use good English and clear presentation in your answers.
- In Question 15 you will be marked on your ability to:
 - use good English
 - organise information clearly
 - use media terminology where appropriate.



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Section A

There are 30 marks for this section.

Answer **all** questions in the spaces provided, using examples from the **two** media industries you have studied.

Audiences and Media Products

- 1 What does the term **demographic** mean? You should include an example of a media product and its specific demographic in your answer.

[2 marks]

2



There are no questions printed on this page

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ANSWER IN THE SPACES PROVIDED**

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