



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

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Forename(s)

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Candidate signature

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I declare this is my own work.

# GCSE MEDIA STUDIES

## Paper 2 Media Two

Wednesday 24 May 2023

Afternoon

Time allowed: 1 hour 30 minutes

### Materials

You will need no other materials.

### 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 questions 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.
- Questions **02**, **04** and **05** require an extended response. You will be assessed on the quality of your written response, including the ability to construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.
- Question **05** is a synoptic question in which you should draw together knowledge and understanding from across your full course of study.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
<b>TOTAL</b>	



J U N 2 3 8 5 7 2 2 0 1

IB/G/Jun23/E6

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**Section A – Television**

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

You will have two minutes to read through the questions in **Section A**.  
The extract will then be shown twice.

First viewing: watch the extract and make notes.  
You will then have five minutes to add to your notes.  
Second viewing: watch the extract and make further notes.

There is space for you to write notes on page 3 of this answer book.  
These notes will not be marked.

You may start writing your answers on the exam paper as soon as the second viewing has finished.

You are advised to spend around 38 minutes answering questions on this section.

0	1
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The extract from '*The City of Magpies*' includes examples of CGI.

0	1	.	1
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Briefly define the term 'CGI'.

[1 mark]

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0	1	.	2
---	---	---	---

Give **one** example of CGI in the extract.

[1 mark]

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**You may make notes on page 3. These notes will not be marked.**

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**Section B – Newspapers**

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

You are advised to spend around 40 minutes answering questions on this section.

0	3
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Give **two** different examples of audience categories that newspapers may use.

**[2 marks]**

Example 1 \_\_\_\_\_  
\_\_\_\_\_

Example 2 \_\_\_\_\_  
\_\_\_\_\_

2
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Figure 1

Amazon shop story in the *Daily Mirror*, Friday 5 March 2021 (Close Study Product)

FRIDAY 05.03.2021 DAILY MIRROR 17



BY GRAHAM HISSCOTT  
Head of Business

**AMAZON'S new hi-tech, till-free supermarkets could cause "considerable" job losses if rivals copy the idea, warns a financial analyst.**

The online giant's first Amazon Fresh store outside the US opened yesterday in Ealing, West London.

Customers scan a quick response code as they enter the shop then put items in their bag.

A network of cameras and sensors detect what they have picked. Shoppers simply walk out with their purchases which are then charged to their account.

Amazon's Matt Birch said it offered a "super fast, friction-free way to shop". Rival supermarkets will watch it closely,

with some already testing till-less stores.

Clive Black, an analyst at Shore Capital, warned it would have a huge impact on jobs if others follow suit.

He said: "This is a cashless and cardless operation so think of all the people that affects, not just in stores but in banks too."

"It is absolutely going to lead to a considerable reduction in roles for people at head office and in branches."

Mr Black predicted that rather than open hundreds of new Amazon Fresh stores, the huge company may snap up an existing supermarket chain instead.

**“Cashless & cardless, think of all those it will affect”**

CLIVE BLACK WARNS OF IMPACT ON JOBS

Morrisons and northern chain Booths were among those he mentioned.

Last year Amazon, which already owns the small Whole Food Markets chain, saw its UK sales surge 51% to £19.4 billion.

It came as experts at campaigners TaxWatch predicted a measure in the Budget could wipe out Amazon's UK corporation tax bill. Chancellor Rishi Sunak increased the tax to 25% from 2023 but included a "super deduction" for companies when they invest.

Firms can offset the tax break against profits. Amazon has argued that heavy

investment since it arrived in the UK two decades ago is one reason it had paid so little corporation tax.

TaxWatch executive director George Turner said: "It is highly questionable whether a tax cut for Amazon today is the best use of public money."

Amazon has not said how many jobs the new stores venture will create in the UK. But it has previously spoken about the large numbers of workers it had taken on in its fulfilment centres, research and development.

The company said it has also launched a By Amazon range of hundreds of own-brand products for the stores.

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@Grahamhiscott

VOICE OF THE MIRROR: PAGE 8







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**20**

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