

Please write clearly in block capitals.

Centre number

Candidate number

Surname _____

Forename(s) _____

Candidate signature _____

I declare this is my own work.

GCSE MEDIA STUDIES

Paper 1 Media One

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.
- Question **09** requires 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.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
9	
TOTAL	

Section A – Media Language and Media Representations

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

You are advised to spend around **60** minutes on this section.

Figure 1

True magazine front cover featuring Wiz Khalifa.

This image has been removed for copyright purposes but can be accessed by following this link:


[True magazine cover featuring Wiz Khalifa](#)

Only **one** answer per question is allowed.

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

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 1

In the photographic image on the cover of True magazine (**Figure 1**), Wiz Khalifa is wearing ear jewellery.

What does this denote? (shade one lozenge only).

[1 mark]

- | | |
|---------------------------|-----------------------|
| A Celebrity | <input type="radio"/> |
| B Hip hop music | <input type="radio"/> |
| C Pair of earrings | <input type="radio"/> |
| D Wealth | <input type="radio"/> |

Turn over for the next question

Turn over ►

Figure 2

Front cover of *Tatler* from January 2021 (Close Study Product)

This image has been removed for copyright purposes but can be viewed in the Close Study Products booklet.

Turn over ►

0 3

Analyse the narrative features of the front cover of Tatler magazine (**Figure 2**) in terms of Propp's theory.

[8 marks]

Turn over for the next question

8

Figure 3

Advert for OMO (Close Study Product)

This image has been removed for copyright purposes but can be viewed in the Close Study Products booklet.

Turn over ►

0 4 . **1** What do the following elements of the OMO advertisement (**Figure 3**) connote:

- a) the woman's rolled up sleeve
- b) the woman's facial expression?

[2 marks]

a) _____

b) _____

0 4 . **2** Why do advertisers use stereotypes? Answer with reference to the OMO advertisement in **Figure 3**.

[6 marks]

0 5

Represent, the NHS Blood and Transplant campaign video, uses a range of representations in order to appeal to a black and minority ethnicity audience.

How are the different representations used in order to appeal to this target audience?

[6 marks]

6

Section B – Media Audiences and Media Industries

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

You are advised to spend around **30** minutes on this section.

0	6
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Briefly explain what is meant by horizontal integration.

[2 marks]

0	7
---	---

How do print newspapers make sure they appeal to their target audiences?

Answer with reference to the *Daily Mirror* (Close Study Product).

[9 marks]

0 8

Explain why print newspaper sales have been declining.

[6 marks]

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outside the
box*

6

0 9

'Music radio may have met the needs of a youth audience in the early days of Radio 1 but it is no longer relevant to today's youth audience.'

How far do you agree with this statement?

In your answer you must consider:

- social and cultural contexts of radio
- the *Tony Blackburn Show* on Radio 1 (1967) and *Kiss Breakfast on KISS Radio* (Close Study Products)
- technological change including the internet
- radio as a media industry
- radio audiences.

[20 marks]

Turn over ►

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outside the
box*

END OF QUESTIONS

20

Turn over ►

There are no questions printed on this page

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ANSWER IN THE SPACES PROVIDED**

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