Surname	Centre Number	Candidate Number
Other Names		0



GCSE

4391/01

MEDIA STUDIES UNIT 1

A.M. WEDNESDAY, 25 January 2012 21/4 hours

For Examiner's use only		
Section A	1	
	2	
	3	
	4	
Section A (40)		
Section B (40)	5	
TOTAL (80)		

ADDITIONAL MATERIALS

Printed Resource Material for use with Section A.

Optional: coloured pens/pencils and rulers for use with **Section B**.

Spare paper for notes (to be provided by centre).

INSTRUCTIONS TO CANDIDATES

General

Use black ink or black ball-point pen.

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** questions in **Section A** and **Section B** in this Answer Book. There are two continuation pages at the back of the book.

Look at the marks available for **each** question and use these as a guide in writing your answers.

Studying the Resource Material for Section A

You are advised to study the printed Resource Material for Section A carefully before you begin writing.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-question.

You are reminded of the need for clear and accurate written communication.

SECTION A: Thinking about the Media – Investigating *Music Industry Websites*40 marks

Study carefully the Resource Material. It consists of two music industry webpages, one for Rihanna and one for Ellie Goulding.

After studying the Resource Material, answer the following questions.

Answer the questions in this Answer Book.
All questions and tasks are repeated for you in the Answer Book.

1. Choose one of the webpages. Identify two different camera shots used on the webpage. (a) [2] Briefly explain why these **two** shots are used. [8] (b) 2. Explain how colour is used on **each** of the webpages to appeal to music fans. [10] Explain how male or female music performers are represented in two music industry websites you have studied (not the Resource Material). [10] Suggest two reasons why music industry websites are linked to social networking sites. Explain these reasons. [10]

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SECTION B: Thinking about the Media – Planning *Music Magazines* 40 marks

5. Create the front cover for a **new** music magazine.

Complete the following tasks:

Task 1.	Choose a name for your magazine. Briefly explain why you chose this name.	[4]
Task 2.	Suggest two stories for your magazine. Briefly explain why you chose these two stories.	[6]
Task 3.	Plan the layout of the front cover of your magazine. Label your plan.	[10]
Task 4.	Explain the reasons for the layout of your magazine front cover.	[10]
Task 5.	Suggest two ways music magazines promote music. Explain each of these ways.	[10]

There are extra blank pages if needed in the back of your answer book.

SECTION A

After studying the Resource Material, answer the following questions.

	ose one of the webpages.	
(a)	Identify two different camera shots used on the webpage.	[
	1	
	2	
(b)	Briefly explain why these two shots are used.	
Expl	anation 1	

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Expl	anation 2	•••••
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2.	Explain how colour is used on each of the webpages to appeal to music fans.	[10]
1.	Rihanna	
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2.	Ellie Goulding

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Explain how male or female music performers are represented you have studied (not the Resource Material).	'
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F	Suggest two reasons why music industry websites are linked to social networking sites. Explain these reasons.
I	Reason 1:
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SECTION B

Task 1.	Choose a name for your magazine. Briefly explain why you chose this name.
Name of	magazine:
Brief exp	olanation:
•••••	
Task 2.	Suggest two stories for your magazine. Briefly explain why you chose these two stories.
Story 1.	
Story 1.	
•••••	
Brief exp	olanation:
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Story 2: .	
Brief exp	olanation:

Task 3. Plan the layout of the front cover of your magazine. Label your plan. [10]

Task 4.	Explain the reasons for the layout of your magazine front cover.	
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[10	Suggest two ways music magazines promote music. Explain each of these ways.	Task 5.
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Extra pages if needed.



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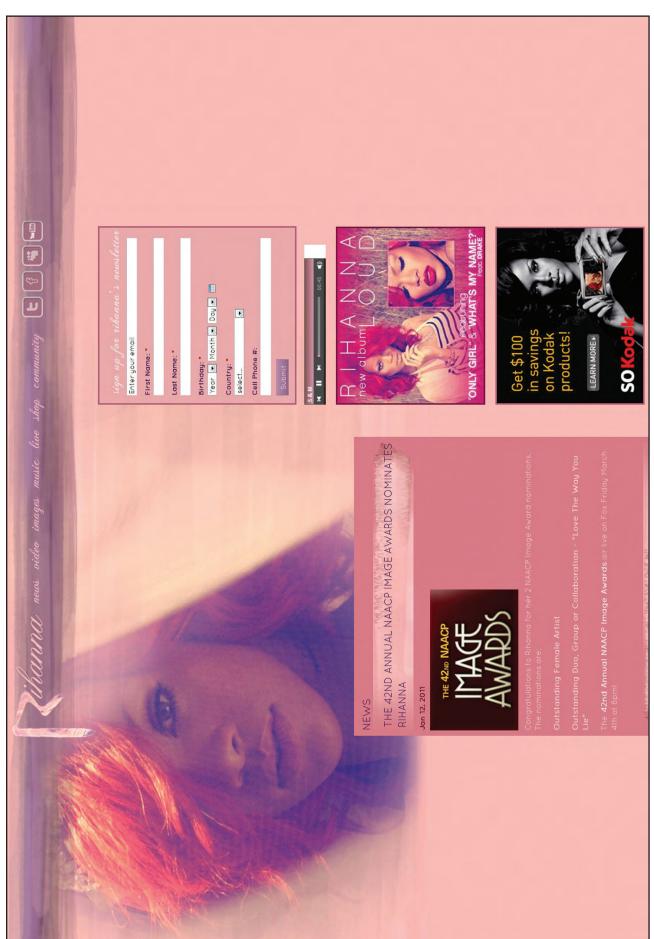
MEDIA STUDIES

UNIT 1

A.M. WEDNESDAY, 25 January 2012

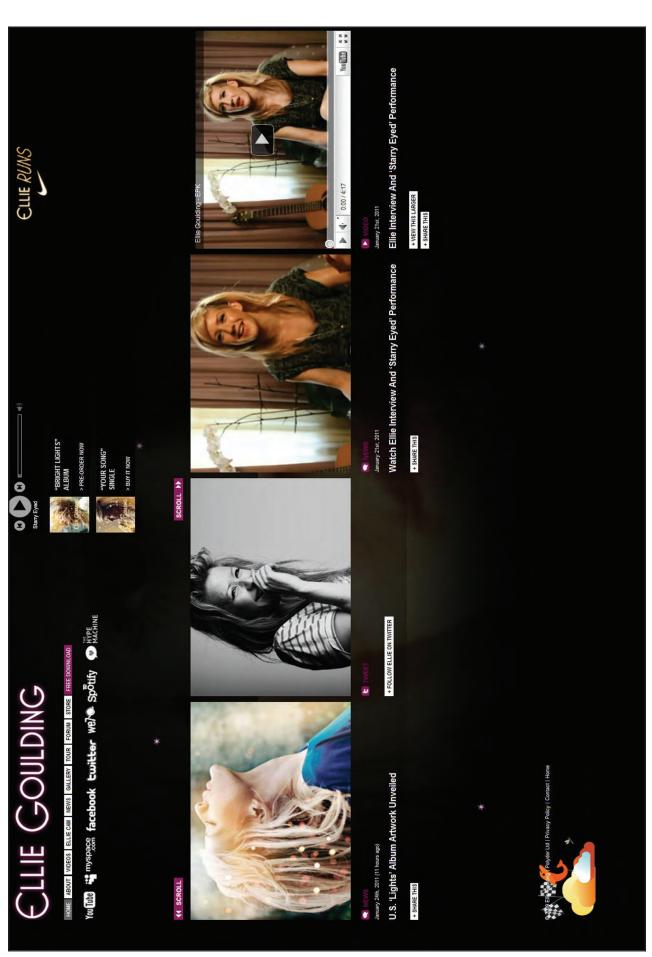
Resource Material for use with Section A

Industry webpage for the music performer, Rihanna



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Industry webpage for the music performer, Ellie Goulding



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MEDIA STUDIES

UNIT 1

A.M. WEDNESDAY, 25 January 2012

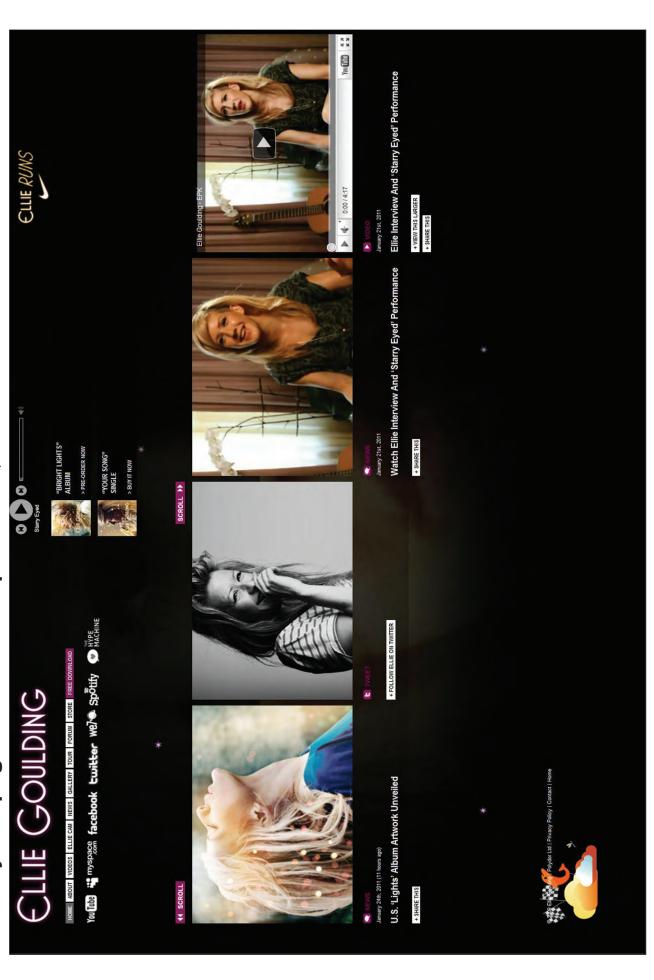
Resource Material for use with Section A

Industry webpage for the music performer, RIHANNA



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Industry webpage for the music performer, ELLIE GOULDING



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