



Please write clearly in block capitals.

Centre number

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Candidate number

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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	



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

IB/G/Jun22/E10

8572/1

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

FourFourTwo magazine front cover. Some text has been covered due to sensitivity concerns.



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

The main image in **Figure 1** is an example of what type of camera shot?

Shade **one** circle only.

[1 mark]

A Close-up shot



B Low-angle shot



C Over-the-shoulder shot



D Wide-angle shot



1

Turn over for the next question

Turn over ►



[12 marks]

[illegible]

12



Turn over for the next question

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ANSWER IN THE SPACES PROVIDED**

Turn over ►



Figure 2

Front cover of *Tatler* (Close Study Product)

Figure 2 not reproduced here due to third-party copyright restrictions.



Analyse the front cover of *Tatler* magazine (**Figure 2**) to show how design and layout communicate meaning.

[illegible]

Turn over for the next question

[6 marks]

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6



0 5 . 1 State **two** conventions of television advertising.

[2 marks]

Convention 1 _____

Convention 2 _____

0 5 . 2 Analyse the *Galaxy* advertisement (Close Study Product) to show how the main female character is represented.

[6 marks]

Question 5 continues on the next page

Turn over ►



[12 marks]

20



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 . 1 What is meant by the term 'active audience'?

[1 mark]

0 6 . 2 Give **one** example of an active audience.

[1 mark]

0 7 How can video games be made commercially successful by their producers?

Answer with reference to *Lara Croft Go* (Close Study Product).

[9 marks]

2

Turn over ►



9

0 8

Explain how music videos give audiences a sense of identity.

Answer with reference to the Arctic Monkeys' *I Bet You Look Good On The Dancefloor* music video (Close Study Product).

[6 marks]

6



‘The use of music video as a marketing tool means that the image of the artist has become more important than the music.’

Answer with reference to:

- the influence of music video producers on the form and content of music videos
- the cultural and historical context of music videos
- One Direction's *History* (Close Study Product).

[20 marks]

[illegible]

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END OF QUESTIONS



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