# AQA

Please write clearly in	) block capitals.
Centre number	Candidate number
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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		
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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

Cif print advertisement

This figure has been removed due to third-party copyright restrictions.



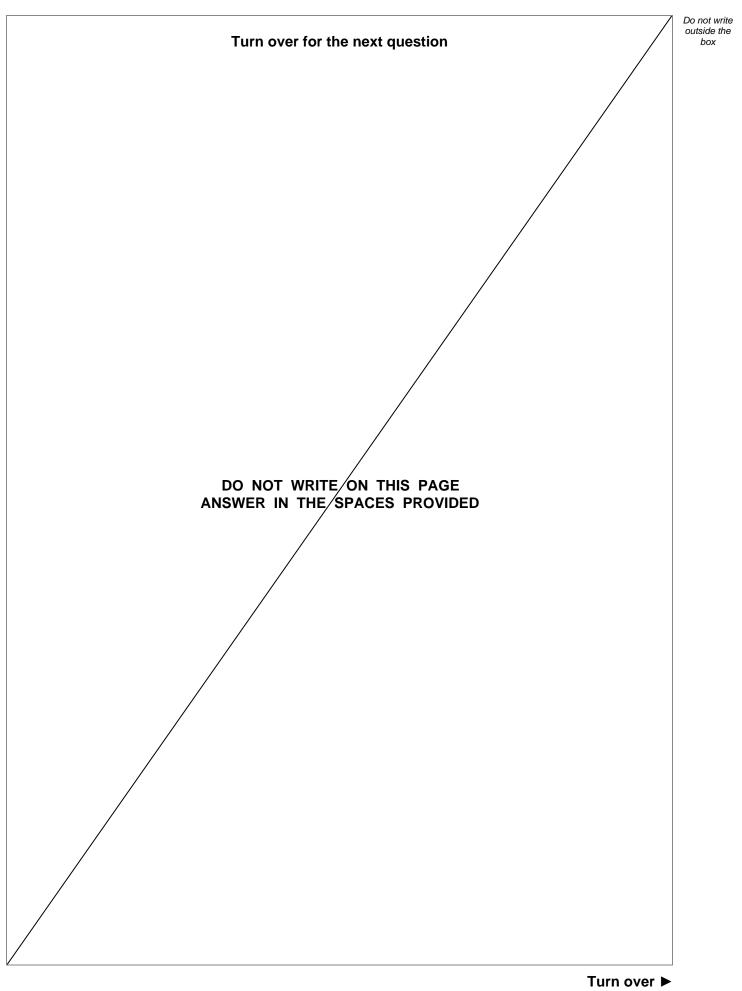
		Do not write outside the box
Only <b>one</b> answer per question is allowed.		
For each question completely fill in the circle alongside the	appropriate answer.	
CORRECT METHOD  WRONG METHODS	Ø	
If you want to change your answer you must cross out your	original answer as shown.	
If you wish to return to an answer previously crossed out, rises shown.	ng the answer you now wish to select	
0 1 Which of the statements below is correct about	t Figure 1?	
Shade <b>one</b> circle only.	[1 mark]	
A The image of the man connotes a man.	0	
<b>B</b> The image of the man denotes happiness.	0	
<b>C</b> The image of the tap connotes a tap.		
<b>D</b> The image of the tap denotes a tap.	$\bigcirc$	1
Turn over for the next que	estion	



0 2	Analyse the <i>Cif</i> advertisement ( <b>Figure 1</b> ) to show how codes are used to communicate meaning.		Do not write outside the box
	communicate meaning.	[8 marks]	
			8



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box

3	Analyse the OMO advertisement ( <b>Figure 2</b> ) to show how images and language work together to reinforce the advertiser's key messages.	
	[12 marks	s]
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4	Explain how advertisements reflect changes in social values over time.		outside box
	Answer with reference to the <i>Cif</i> advertisement ( <b>Figure 1</b> ) and the <i>OMO</i> advertisement ( <b>Figure 2</b> ).	[6 marks]	
			6



0 5.1	State <b>two</b> conventions of newspaper front page layout.	[2 marks]	Do not write outside the box
	Convention 1		
	Convention 2		
	Question 5 continues on the next page		
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0 9		IB/G/Jun21/8572/1	

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	Llow is the front name of the Doily Minney (Flowing O) decimend to some set to its	outside the box
0 5 2	How is the front page of the <i>Daily Mirror</i> ( <b>Figure 3</b> ) designed to appeal to its	DOX
	target audience? [6 marks]	
	Question 5 continues on the next next	
	Question 5 continues on the next page	
	Turn over ►	





# Calls for criminal inquiry as top ministers deny security leak

#### a Elhott Pulsana Editor

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Society Concell (NSC) about the Chi-socie informa company Named. Mr Black, the foreign socreture, and har neight is no orange of Mamed. That point is a non-inside interaction. The Mamed Mamed

# Fee-paying schools 'save the taxpayer £20 billion'

#### Independent heads hit back against VAT threat

#### Monte Montort Education Correspondent

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Sleep well things really will be better by morning

#### Tars Wilepple Scen

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0 5.3	How have social and cultural contexts of the media influenced reporting about the royal family in the <i>Daily Mirror</i> and <i>The Times</i> ?	Do not write outside the box
	Answer with reference to the front pages and inside pages of the <i>Daily Mirror</i> and <i>The Times</i> (Close Study Products).	
	[12 marks]	
		20
		20



	Section B – Media Audiences and Media Industries	Do not write outside the box
	Answer all questions in the spaces provided.	
	You are advised to spend around <b>30</b> minutes on this section.	
06	<ul> <li>Which UK media regulator is responsible for:</li> <li>a) the age classification of films and other video material?</li> <li>b) protecting the public from harmful material on radio and television whilst also ensuring freedom of expression?</li> </ul>	
	a)	
	b)	2
07	How are young audiences positioned by music radio stations? Answer with reference to <i>Radio 1 Launch Day</i> , <i>Tony Blackburn Breakfast Show</i> (Close Study Product). [6 marks]	
		6

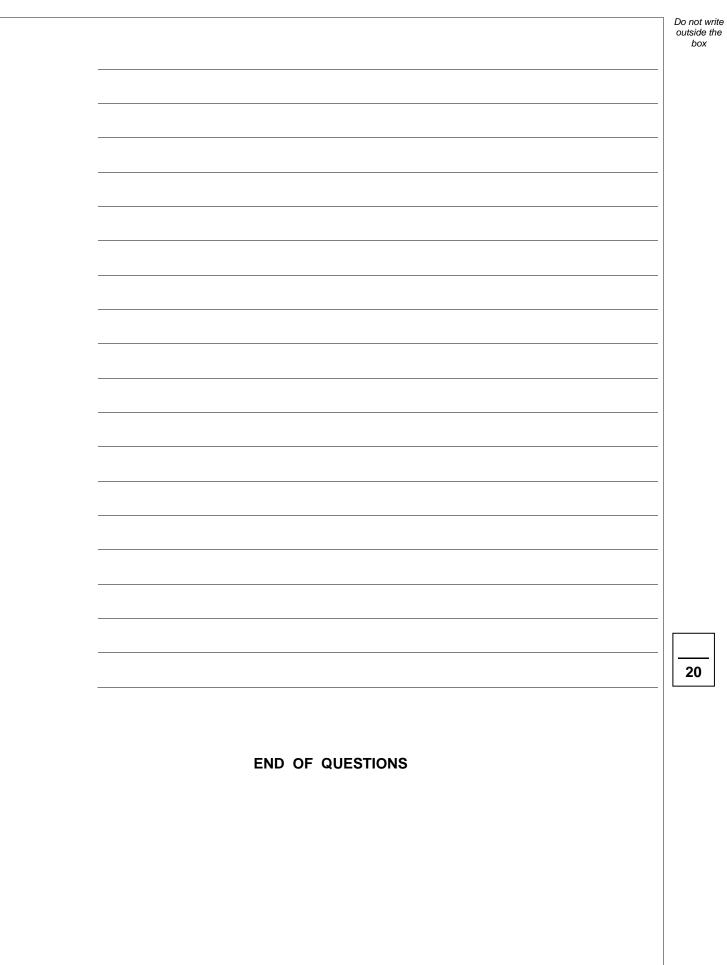


0 8	Explain how radio stations use online technologies to meet the needs of their audiences.	Do not write outside the box
	Answer with reference to Julie Adenuga Beats 1 Radio (Close Study Product). [9 marks]	
		9
	Turn over for the next question	
	Turn over ►	

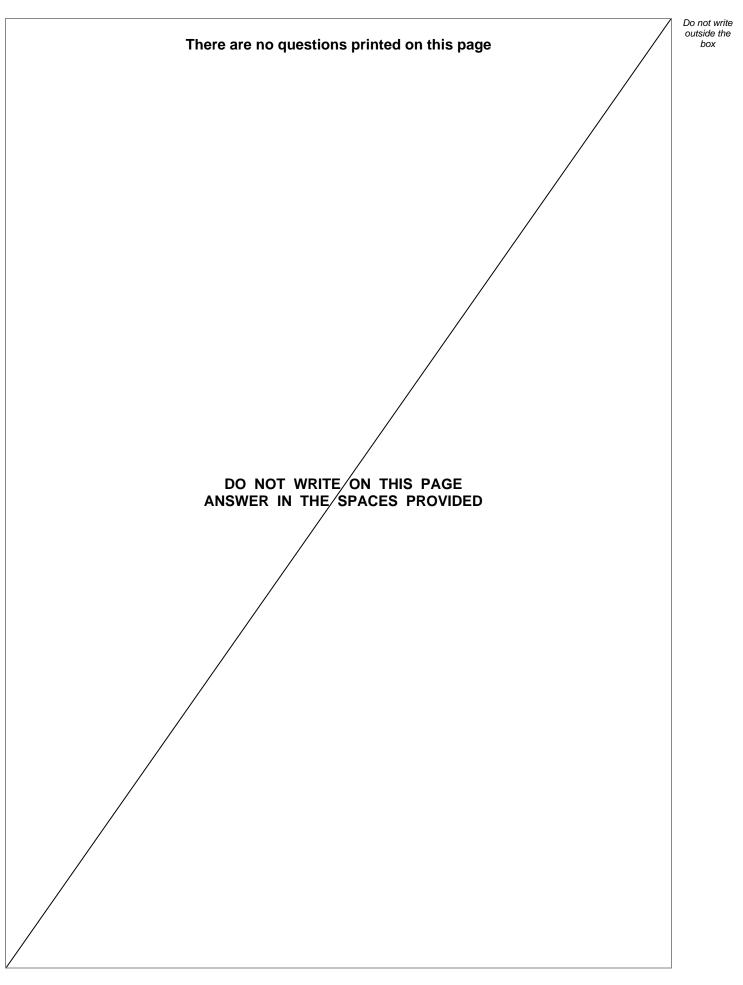


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09	'Films need large production and marketing budgets to be successful.'		Do not w outside t box
	How far do you agree with this statement?		
	Answer with reference to:		
	<ul> <li>film production, marketing and distribution</li> </ul>		
	<ul> <li>historical and cultural contexts of the media</li> </ul>		
	• Close Study Products: <i>I, Daniel Blake</i> and <i>Doctor Strange</i> .	[20 marks]	











Question number	Additional page, if required. Write the question numbers in the left-hand margin.



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Question number	Additional page, if required. Write the question numbers in the left-hand margin.
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