



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

Friday 5 June 2020

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.
- 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 0 8 5 7 2 1 0 1

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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

River Island Instagram Post

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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

Which of the following features demonstrate the indirect mode of address in **Figure 1**?

Shade **one** lozenge only.

[1 mark]

A Emojis



B Model's direction of gaze



C River Island logo



D White background



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 and **Figure 3** show stills from the NHS Blood and Transplant online campaign video *Represent* (Close Study Product).

Figure 2

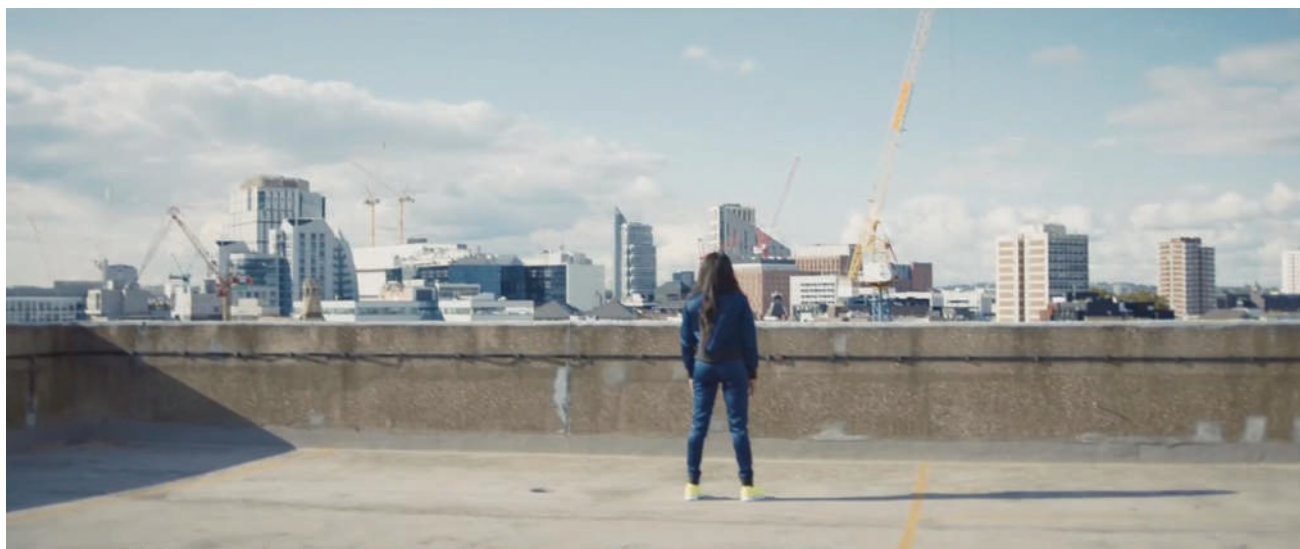


Figure 3



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Analyse the stills in **Figure 2** and **Figure 3** to show how the chosen locations reinforce the message of the *Represent* advertisement (Close Study Product).

[8 marks]

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8

Turn over for the next question

Turn over ►



How are codes and conventions used in the *Represent* video (Close Study Product) to appeal to its Black, Asian and Minority Ethnic audience?

[illegible]

6



Turn over for the next question

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Figure 4

The *Daily Mirror* front page, Saturday 5 May 2018 (Close Study Product)

mirror.co.uk

DAILY FIGHTING FOR YOU
Saturday, May 5, 2018 £1.20

Mirror

Meghan's dad **WILL** walk her down aisle

FAMILY Meghan Markle and, right, dad Thomas SEE PAGES 4&5

SHOWBIZ EXCLUSIVE

**CORRIE KEV'S
HELD BY
COPS
OVER BUST-UP**

EXCLUSIVE
By STEPHEN WHITE
MICHAEL Le Vell has been arrested on suspicion of assault.
The star, 53 – Kevin Webster in *Corrie* – was treated in hospital after officers were called to his home.
He then spent the night at a Manchester police station, but the force says it will 'take no further action'.
FULL STORY: PAGE 7

SOAP ACTOR Michael Le Vell

Star, 53, spends night in cells after row but police 'will take no further action'



0	5	.	1
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Identify **two** newspaper front page conventions.

For each convention give an example from the *Daily Mirror* (Figure 4).

[2 marks]

Convention 1 _____

Daily Mirror example _____

Convention 2 _____

Daily Mirror example _____

Question 5 continues on the next page

Turn over ►



The Times front page, Saturday 5 May 2018 (Close Study Product)



0 5 . 2

How are genre features of newspapers used to appeal to their target audiences?

Answer with reference to the front page of *The Times* (**Figure 5**).

[6 marks]

Question 5 continues on the next page

Turn over ►



Explain how the political context in which newspapers are produced influences their reporting of local elections.

Answer with reference to the double page spreads inside the *Daily Mirror* and *The Times* (Close Study Products).

[12 marks]

[illegible]

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.

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Give **two** examples of the audience categories used by media industries.

[2 marks]

1

2

2

Turn over for the next question

Turn over ►



0 7 . 1

Give **three** methods of marketing blockbuster films.**[3 marks]**

Method 1 _____

Method 2 _____

Method 3 _____

0 7 . 2

Explain how **one** of the marketing methods given in **Question 7.1** was used to market the film *Doctor Strange* (Close Study Product).**[6 marks]**

Method _____

Explanation _____

9



[6 marks]

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6

Turn over ►



'The relationship between radio presenter and audience is much more important to the industry than any developments in technology.'

Answer with reference to:

- the connection between the radio presenters and radio listeners
- the development of media technologies
- Close Study Products: *Radio 1 Launch Day* and *Julie Adenuga Beats 1 Radio*.

[20 marks]

[illegible]

[illegible]

20



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2 4



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