

Please write clearly in	n 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

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		

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 a	nswer per question is allowed.	
For each qu	uestion completely fill in the circle alor	ngside the appropriate answer.
CORRECT METH	HOD WRONG METHODS 🏵	
If you want	to change your answer you must cros	ss out your original answer as shown.
If you wish as shown.	to return to an answer previously cros	ssed out, ring the answer you now wish to select
0 1	Which of the following features dem Figure 1 ?	onstrate the indirect mode of address in
	Shade one lozenge only.	[1 mark]
	A Emojis	0
	B Model's direction of gaze	0
	C River Island logo	0
	D White background	0
	Turn over for th	e next question



0 2	Analyse the River Island Instagram post (Figure 1) to explain how it repr	esents:
	ability and disability	
	the River Island brand.	[12 marks]



12

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Figure 2 and **Figure 3** show stills from the NHS Blood and Transplant online campaign video *Represent* (Close Study Product).

Figure 2



Figure 3





Analyse the stills in Figure 2 and Figure 3 to show how the chosen locations reinforce the message of the <i>Represent</i> advertisement (Close Study Product). [8 mail	rks
Turn over for the next question	



0 4	How are codes and conventions used in the <i>Represent</i> video (Close Stuto appeal to its Black, Asian and Minority Ethnic audience?	ıdy Product)
	to appear to its Black, Asian and Minority Ethnic audience?	[6 marks]



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Figure 4

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





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0 5.1	Identify two newspaper front page conventions.	
	For each convention give an example from the <i>Daily Mirror</i> (Figure 4).	[2 marks]
	Convention 1	
	Convention 2	

Question 5 continues on the next page



Figure 5

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



MPs call for inquest as Corbyn fails election test

Labour must 'look at itself' after council setback

Francis Effott Political Editor Sam Coates, Lucy Fisher

Francis Elliott Postical Editor
Sam Coates, Lucy Fisher
Jeremy Corbyn was criticised by
MPs and defeated candidates yesterday
for not dealing with antisemism as
his party failed to secure predicted
victories in the local decitions.
Labour did not win any London
councils from the Tories and surfered
reverses in former strongholds that
voted to leave the EU, in a disappointing,
performance castigated by one frontbencher as 'amateur hour'.

The Conservatives were the main
beneficiaries from the almost total
collapse of Ukin enabling Theresa May
to corfound predictions of heavy losses.
With all but one set of results declared.
Labour was showing and spin of S' and
the Tories a net loss of 28; the Laberal
Democrats were up 75.

Boris Johnson setted on the outcome
as evidence that Tory supporters
expected and wanted firestit, saying
that Mr Corbyo had been punished for
his contininisment or remain in a customs
union with the EU.
Several Labour figures, however,
blamed Mr Corbyo had been quisibed for
his contininisment or remain in a customs
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Barry Rawlings. Barnet's Labour
leader, said that too many members of
the lewish community felt that Labour
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the lewish community felt that Labour
leader, said that too many members of
the lewish community felt that Labour

a national level." Adam Langleben, a defeated Labour candidate, called on Mr Corlyn to visit the borough and apologies to its Jevish community.

Joss Phillips, the Labour MP for Birmingham Hardley, said. "The anti-semidism problem has been a problem for Labour July has to look at the results, have a really honest strategy about at to improve it, a real hard honest look at itself."

One Labour frontbencher blamed.

at itself."

One Labour frontbencher blar

One habour and bubris' of One Labour trontbencher blamed the 'inexperience and hubris' of Mr Corbyn's team for building up unneal-stic expectations, including that the party might sweep London. Overall gains would now be presented as a sethack, the source said, describing the approach as a 'schoolboy error'. Another member of Mr Corbyn's trootbench team told 'The Times' 'At this stage of the parliament, in the aftermath of the home secretary's resignation and all the rest, the opposition should be doing much, much better.' He added: 'Our campagin was worful but we've maxed out London. The problem is that we are not winning.

woens but weve maked out London.
The problem is that we are not winning
provincial England. There was no
strategy. Allowing the expectations to
get out of kilter was amateur hour.
The Tories themselves lost control of
significant councils such as Richmond.



Britain's most wanted dad Fame, fans, four daughters

I've put on a stone in weight!

Time to fire up the grill

Bank holiday barbecue

Caitlin Moran









0 5.2	How are genre features of newspapers used to appeal to their target audie	ences?
	Answer with reference to the front page of <i>The Times</i> (Figure 5).	[6 marks]
	Question 5 continues on the next page	



0 5 . 3	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 <i>Daily Mirror</i> and <i>The Times</i> (Close Study Products).
	[12 marks]



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	Give two examples of the audience categories used by media industries.	[2 marks]
	1	
	2	

Turn over for the next question

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 <i>Doctor Strange</i> (Close Study Product). [6 marks]	
	Explanation	



write the

0 8	Explain how the public funding of radio benefits listeners.	[6 marks]	Do not v outside box
			6
	Turn over for the next question		

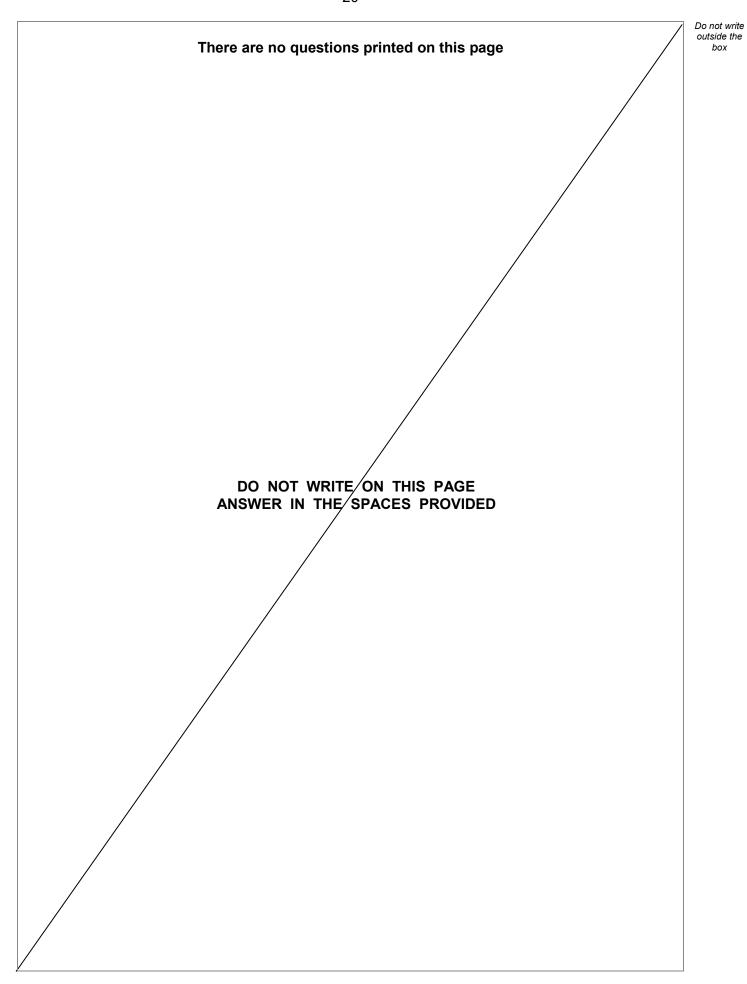


0 9	'The relationship between radio presenter and audience is much more important to the industry than any developments in technology.'
	How far do you agree with this statement?
	Answer with reference to:
	 the connection between the radio presenters and radio listeners the development of media technologies Close Study Products: Radio 1 Launch Day and Julie Adenuga Beats 1 Radio. [20 marks]



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	20
END OF QUESTIONS	







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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