

| Please write clearly in I | block capitals. | | |
|---------------------------|-----------------|------------------|--|
| Centre number | | Candidate number | |
| Surname | | | |
| Forename(s) | | | |
| Candidate signature | | | |

GCSE MEDIA STUDIES

Paper 1 Media One

Monday 3 June 2019 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.
- 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 **9** 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

Games TM magazine front cover





| | | | | Do not write outside the box | |
|--------------------------|---|---|--------------------|------------------------------------|--|
| Only one a | Only one answer per question is allowed. | | | | |
| For each a | nswer completely fill in the circle a | longside the appropriate answe | · | | |
| CORRECT METH | HOD WRONG METHODS | ⊗ ⊙ 📚 🕸 | | | |
| If you want | to change your answer you must | cross out your original answer a | s shown. | | |
| If you wish as shown. | to return to an answer previously of | crossed out, ring the answer you | now wish to select | | |
| 0 1 | The red stripe on the face of the following? | man (Figure 1) is an example c | f which of the | | |
| | Shade one lozenge only. | | [1 mark] | | |
| | A masthead | 0 | | | |
| | B non-verbal communication | 0 | | | |
| | C strapline | 0 | | | |
| | D typographic code | 0 | | | |
| | | | Г | | |
| | | | | 1 | |
| | Turn over for the next question | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |



| 0 2 | Analyze the front equal of Comes TM (Figure 4) to show how its design and busy t | Do not wri outside th box |
|-----|--|---------------------------------|
| 0 2 | Analyse the front cover of <i>Games TM</i> (Figure 1) to show how its design and layout communicate meaning. | |
| | [12 marks] | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |



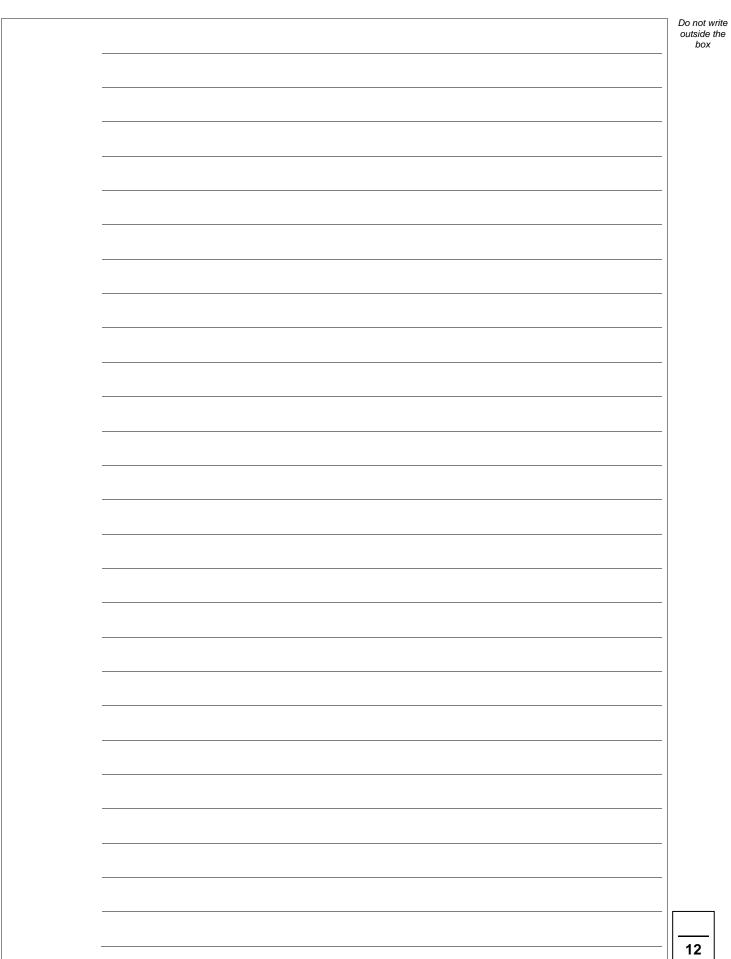




Figure 2

Reveal magazine front cover (Close Study Product)

The following figure cannot be reproduced here due to third-party copyright restrictions.



| 0 3 | What does an analysis of the Reveal front cover (Figure 2) tell us about contemporary | outside the box |
|-----|---|--------------------|
| | social and cultural values? [8 marks] | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | 8 |
| | | |
| | | |







box

0 4 . 1 Identify two conventions of print advertising used in the OMO advertisement (Figure 3). [2 marks] 1 _____ 2 04.2 Explain two ways in which advertisements persuade consumers to buy products. Refer to the OMO advertisement (Figure 3). [6 marks]



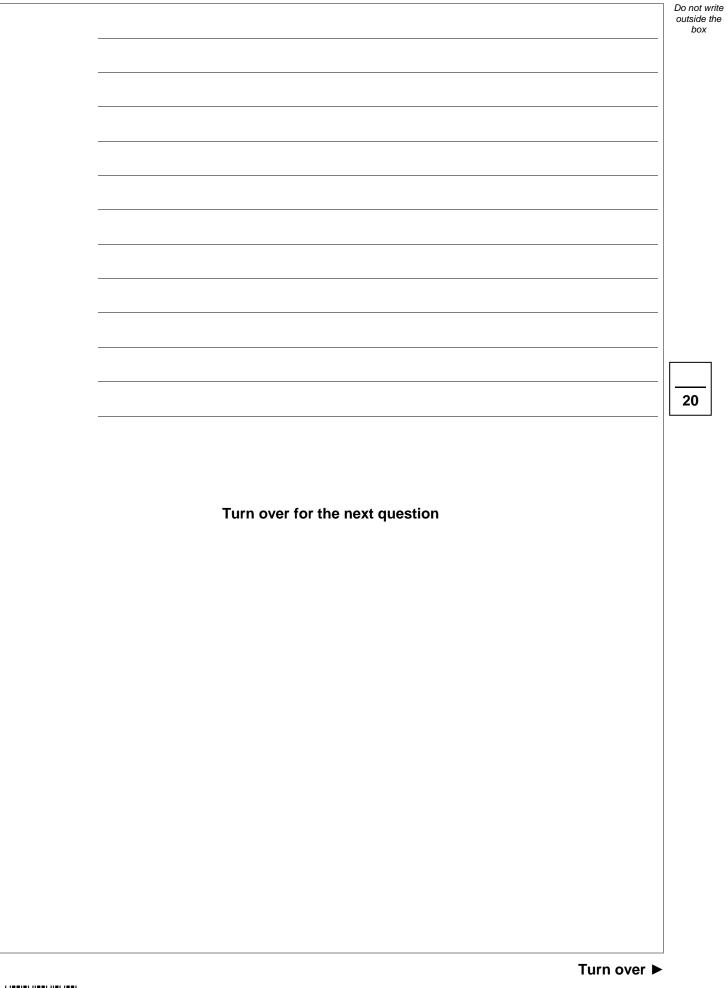
Turn over ►

Do not write outside the

box

| | | | Do not write |
|------|---|------------|--------------------|
| 04.3 | How did social and cultural contexts influence the way people understood advertisements in the 1950s? | | outside the box |
| | Refer to the OMO advertisement (Figure 3). | [12 marks] | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |







| | | | Do not write outside the |
|------|-----|---|-----------------------------|
| | 0 5 | Analyse the Galaxy television advertisement (Close Study Product) to show how the | box |
| | | narrative is structured. | |
| | | [6 marks] | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| 6 | | | |
| 0 | | | |
| | | | σ |



| | | Do |
|-----|---|----|
| | Section B – Media Audiences and Media Industries | ou |
| | Answer all questions in the spaces provided. | |
| | You are advised to spend around 30 minutes on this section. | |
|) 6 | Give two examples of the work of the British Board of Film Classification (BBFC). [2 marks] | I |
| | | - |
| | 2 | - |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | Turn over for the next question | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

| | | Do not |
|-----|--|------------------------------------|
| 0 7 | How does a music video help to develop the relationship between a band and its audience? | Do not write outside the box |
| | Refer to the Arctic Monkeys' music video <i>I Bet You Look Good On The Dancefloor</i> (Close Study Product). | |
| | [9 marks] | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |







| 08 | Explain how Zoella uses social media to make money. | Do not write outside the box |
|----|---|------------------------------------|
| | [6 marks] | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | 6 |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

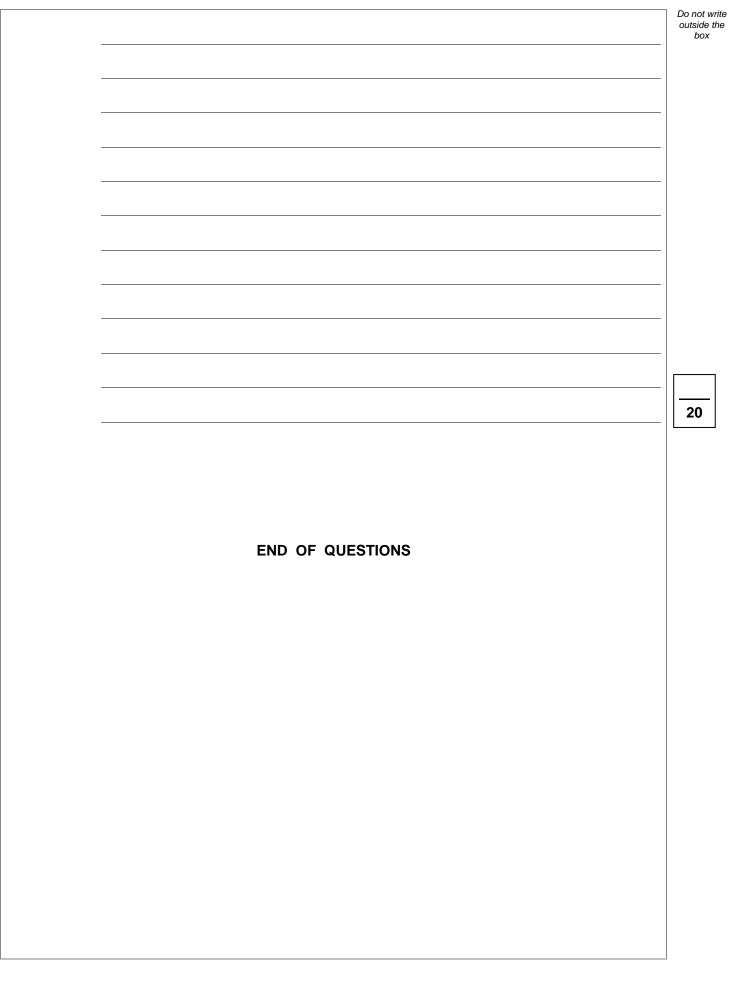


| | | | Do not write |
|----|--|---------------|--------------------|
| 09 | 'It is very difficult for players to resist the harmful effects of video games.' | | outside the box |
| | | | |
| | How far do you agree with this statement? | | |
| | In your answer you must refer to: | | |
| | | | |
| | the social and cultural context of video games <i>Kim Kardashian; Hollywood</i> (Close Study Product) | | |
| | theories of active and passive audiences. | [20 marks] | |
| | | [20 11101 KS] | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

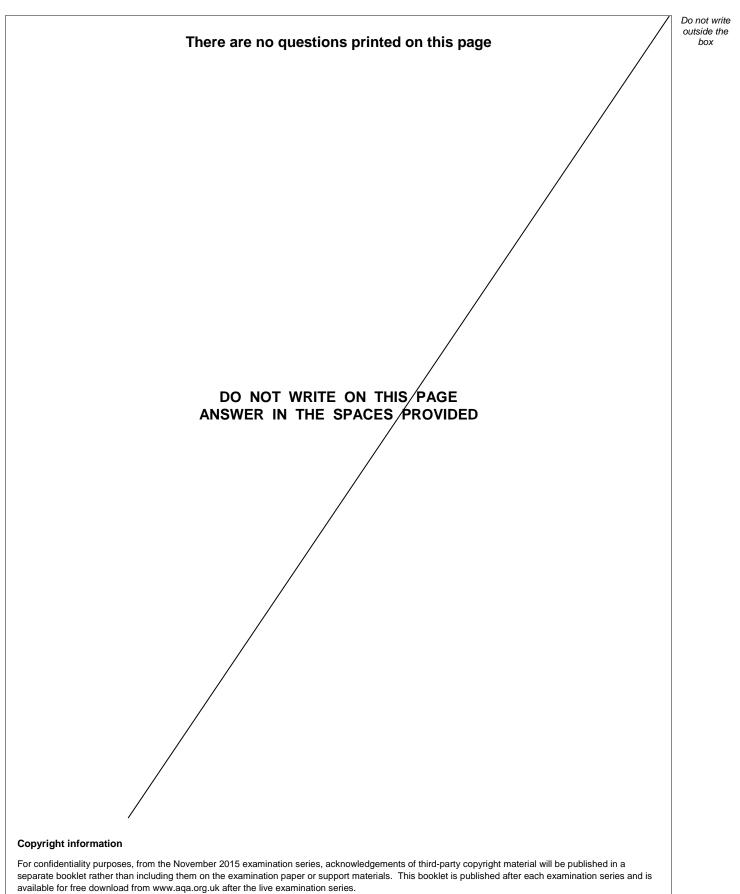












Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright-holders may have been unsuccessful and AQA will be happy to rectify any omissions of acknowledgements. If you have any queries please contact the Copyright Team, AQA, Stag Hill House, Guildford, GU2 7XJ.

Copyright © 2019 AQA and its licensors. All rights reserved.





IB/M/Jun19/8572/1