



Surname _____

Other Names _____

Centre Number _____

Candidate Number _____

Candidate Signature _____

I declare this is my own work.

GCSE

MEDIA STUDIES

Paper 1 Media One

8572/1

Friday 5 June 2020

Afternoon

Time allowed: 1 hour 30 minutes

At the top of the page, write your surname and other names, your centre number, your candidate number and add your signature.

[Turn over]



For this paper you must have:

- **an insert.**

INSTRUCTIONS

- **Use black ink or black ball-point pen.**
- **Answer ALL questions.**
- **You must answer the questions in the spaces provided. Do not write 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.**

DO NOT TURN OVER UNTIL TOLD TO DO SO



SECTION A –**Media Language and Media Representations**

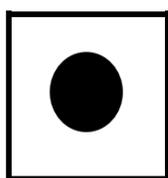
Answer ALL questions in the spaces provided.

You are advised to spend around 60 minutes on this section.

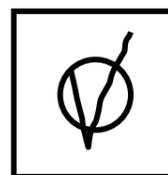
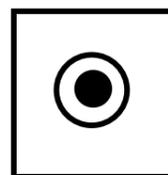
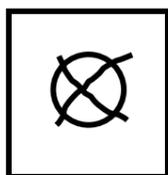
Only ONE answer per question is allowed.

For each question completely fill in the circle alongside the appropriate answer.

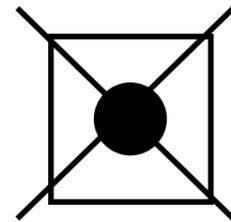
CORRECT METHOD



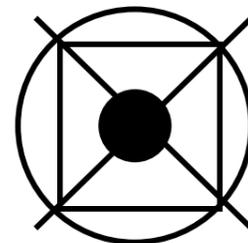
WRONG METHODS



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.



[Turn over]



FIGURE 1 is provided in the separate insert on pages 2 and 3.

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



—
8



BLANK PAGE

[Turn over]



FIGURE 4 is provided in the separate insert on page 6.

0 5 . 1

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 _____

FIGURE 5 is provided in the separate insert on page 7.

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]

[Turn over]



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 ‘Daily Mirror’ and ‘The Times’ (Close Study Products).
[12 marks]**

[Turn over]



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 _____



2

07.1

Give THREE methods of marketing blockbuster films. [3 marks]

Method 1 _____

Method 2 _____

Method 3 _____

[Turn over]



07.2

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 _____

[Turn over]

<hr/>
6



0	9
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‘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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For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
9	
TOTAL	

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IB/M/CD/Jun20/8572/1/E2