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Centre number	Candidate number
Surname	
Forename(s)	
Candidate signature	I declare this is my own work.

# A-level MEDIA STUDIES

Paper 1 Media One

Time allowed: 2 hours

#### **Materials**

There are no other materials for this paper.

#### 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 each question 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.
- This paper is divided into two sections.
- Question 04 is an extended response question in which you will be rewarded for your 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		
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5		
6		
7		
TOTAL		



### **Section A**

Media Language and Media Representations

Answer **all** questions in the spaces provided.

**0 1 Figure 1** shows a poster promoting the girl group Bananarama's 1987 album *Wow!* 

## Figure 1

Figure 1 not reproduced here due to third-party copyright restrictions



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Analyse how nor	i-verbai codes coi	ithbute to the m	learnings of the p	[8
	Turn over for t	he next questi	on	

Turn over ▶



0 2	Explain how representations of stereotypes within media products reflect their social and historical contexts.
	You should refer to the Close Study Product <i>Score</i> and <b>Figure 1</b> to support your answer.
	[12 marks]



3	To what extent does the Close Study Product Maybelline 'That Boss Licultural codes to reflect society's values.	
		[9 marks]
	Turn over for the next question	
	1 mm 2 mm 1 mm 4 m 2 mm	

Turn over ►



0 4	Paul Gilroy claims that ethnic identity is a product of Double Consciousnes	S.
	How valid is this claim? You should refer to the Close Study Product <i>Lette Free</i> in your response.	r to the
	. , , , , , , , , , , , , , , , , , , ,	[20 marks]



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## **Turn over for Section B**





## Section B

# Media Industries and Media Audiences

		Answer <b>all</b> questions in the spaces provided.	
For each ou	ıestio	on completely fill in the circle alongside the appropriate answers.	
CORRECT METH		WRONG METHODS ♥ ● ★ ♥	
If you want	to ch	ange your answer you must cross out your original answer as shown.	
If you wish t as shown.	to ret	urn to an answer previously crossed out, ring the answer you now wis	sh to select
0 5 . 1	Whi	ch three of the following media products encourage most interactivity	?
	Sha	de <b>three</b> circles only.	[3 marks]
			[3 marks]
	Α	Billboard adverts	
	В	e-books $\bigcirc$	
	С	Online editions of newspapers	
	D	Social media	
	E	Terrestrial TV	
	F	Video console games	
0 5.2	Brie	fly explain the term 'cultural imperialism'.	
	Give	e an example from the media.	[3 marks]
			-
	-		



0 6	Explain how low-budget British films are marketed and distributed to globa	I audiences.	•
	You should refer to the Close Study Product <i>Blinded by the Light</i> to support answer.	rt your	
	answer.	[9 marks]	
	-		
			Γ
	Turn over for the next question		

Turn over ▶



Do not write outside the box

0 7	'The relationship between producers and audiences has changed over time	e.'
	How far do you agree with this statement? You should refer to the Close S Products <i>War of the Worlds</i> and <i>Newsbeat</i> to support your answer.	Study
		[20 marks]

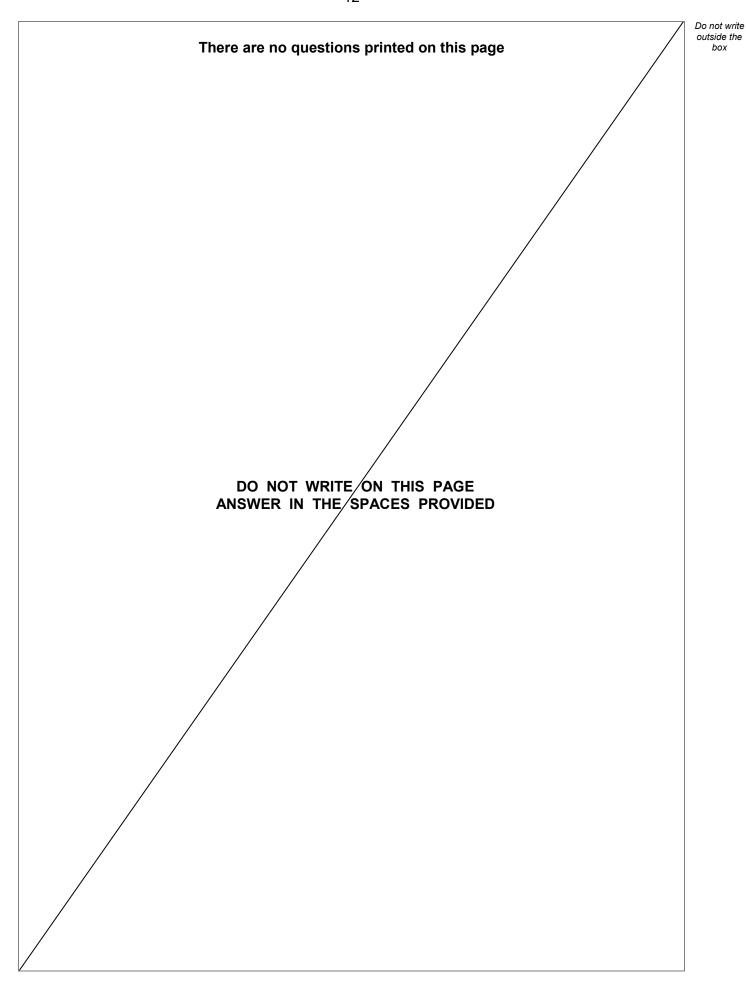


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# **END OF QUESTIONS**



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



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



16 There are no questions printed on this page DO NOT WRITE ON THIS PAGE ANSWER IN THE SPACES PROVIDED

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