



Surname _____

Other Names _____

Centre Number _____

Candidate Number _____

Candidate Signature _____

I declare this is my own work.

A-level

MEDIA STUDIES

Paper 1 Media One

7572/1

Time allowed: 2 hours

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

[Turn over]



There are no other materials for this paper.

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 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.**

DO NOT TURN OVER UNTIL TOLD TO DO SO



SECTION A**Media Language and Media Representations**

Answer ALL questions in the spaces provided.

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

FIGURE 1

FIGURE 1 is not reproduced here due to third-party copyright restrictions



Analyse how non-verbal codes contribute to the meanings of the poster in FIGURE 1. [8 marks]

[Turn over]



8



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[Turn over]



0	2
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Explain how representations of stereotypes within media products reflect their social and historical contexts.

You should refer to the Close Study Product 'Score' and FIGURE 1, on page 4, to support your answer.

[12 marks]



12



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[Turn over]



03

To what extent does the Close Study Product “Maybelline ‘That Boss Life part 1’ ” use cultural codes to reflect society’s values. [9 marks]





[Turn over]

20

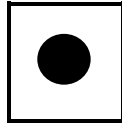


SECTION B**Media Industries and Media Audiences**

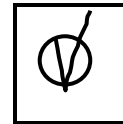
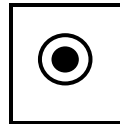
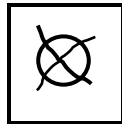
Answer ALL questions in the spaces provided.

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

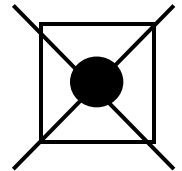
CORRECT METHOD



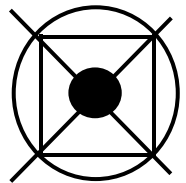
WRONG METHODS



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.



05.1

Which THREE of the following media products encourage most interactivity?

Shade THREE circles only. [3 marks]

A Billboard adverts

B e-books

C Online editions of newspapers

D Social media

E Terrestrial TV

F Video console games

[Turn over]



0 5 . 2

Briefly explain the term ‘cultural imperialism’.

Give an example from the media. [3 marks]

—
6





0	7
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“The relationship between producers and audiences has changed over time.”

How far do you agree with this statement? You should refer to the Close Study Products ‘War of the Worlds’ and ‘Newsbeat’ to support your answer. [20 marks]

[Turn over]



[Turn over]



END OF QUESTIONS

20



Additional page, if required.

Write the question numbers in the left-hand margin.

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For Examiner's Use	
Question	Mark
1	
2	
3	
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6	
7	
TOTAL	

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