

Please write clearly ir	า 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

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		

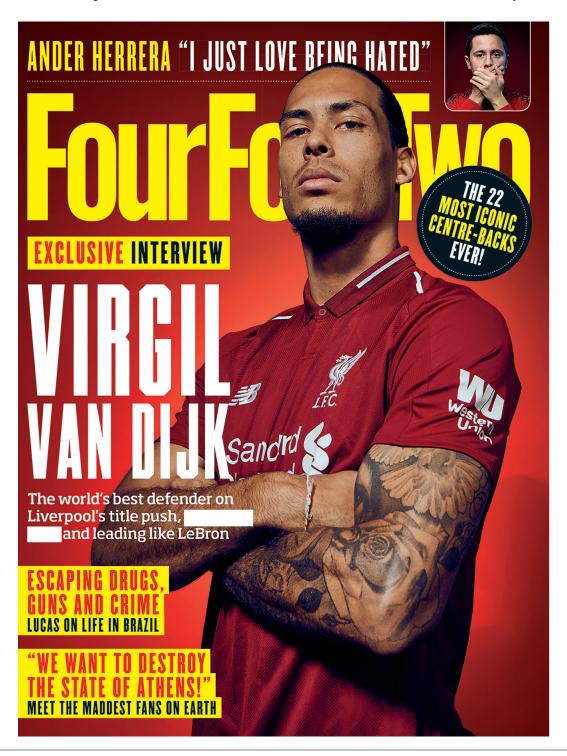
# **Section A – Media Language and Media Representations**

Answer all questions in the spaces provided.

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

# Figure 1

FourFourTwo magazine front cover. Some text has been covered due to sensitivity concerns.





				D. 0
Only <b>one</b> an	swer per question is allowed	d.		
or each que	estion completely fill in the c	ircle alongside the ap	propriate answer.	
ORRECT METHO	D WRONG METHO	ods 🐼 💿 📚 🕠		
f you want to	o change your answer you n	nust cross out your or	riginal answer as shown	n. 🔀
-	return to an answer previo	usly crossed out, ring	the answer you now wi	ish to select
is shown.				
1	The main image in <b>Figure 1</b>	is an example of wha	at type of camera shot?	
	Shade <b>one</b> circle only.			
				[1 mark]
	A Close-up shot		0	
	A Close-up shot  B Low-angle shot		0	
	·			
	B Low-angle shot		0	

Turn over for the next question

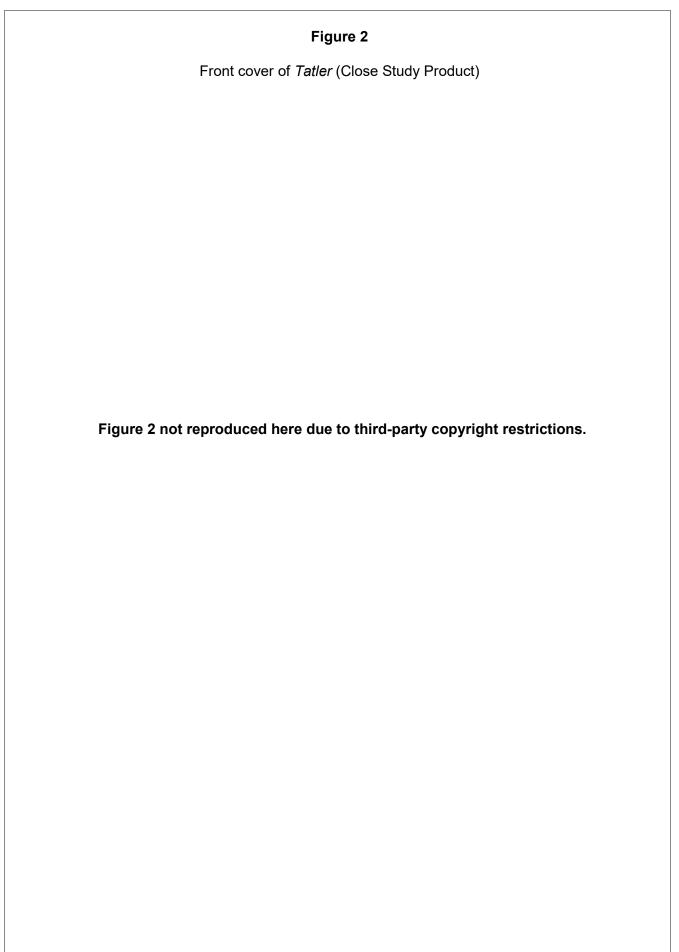
Analyse the representation of masculinity on the front cover of FourFourTwo magazine (Figure 1).  [12 r	narl



12

Do not write outside the Turn over for the next question DO NOT WRITE ON THIS PAGE ANSWER IN THE SPACES PROVIDED







[8 mar	rK
Turn over for the next question	
	Turn over for the next question

- -

0 4	Explain how magazine covers represent different social groups.		0
	Answer with reference to the front cover of <i>Tatler</i> magazine ( <b>Figure 2</b> ).	[6 marks]	



0 5.1	State <b>two</b> conventions of television advertising. [2 marks]
	Convention 1
	Convention 2
0 5.2	Analyse the <i>Galaxy</i> advertisement (Close Study Product) to show how the main female character is represented.  [6 marks]
	Question 5 continues on the next page



0 5 . 3	Explain how advertisements use cultural contexts to appeal to audiences. with reference to the <i>Galaxy</i> advertisement (Close Study Product).	Answer
		[12 marks]



20

2

Section	<b>R</b> _	Madia	<b>Audiences</b>	and	Modia	Industrias
SECTION	<b>D</b> –	weula	Audiences	anu	weula	IIIuusiiles

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

You are advised to spend around 30 minutes on this section.

	Tou are advised to spend around 30 minutes on this section.	
0 6.1	What is meant by the term 'active audience'?	[1 mark]
0 6.2	Give <b>one</b> example of an active audience.	[1 mark]
0 7	How can video games be made commercially successful by their producers?	
	Answer with reference to Lara Croft Go (Close Study Product).	9 marks]



		Do not write outside the box
		—   <u> </u>
0 8	Explain how music videos give audiences a sense of identity.	
	Answer with reference to the Arctic Monkeys' I Bet You Look Good On The	
	Dancefloor music video (Close Study Product).  [6 ma	rks]
		6



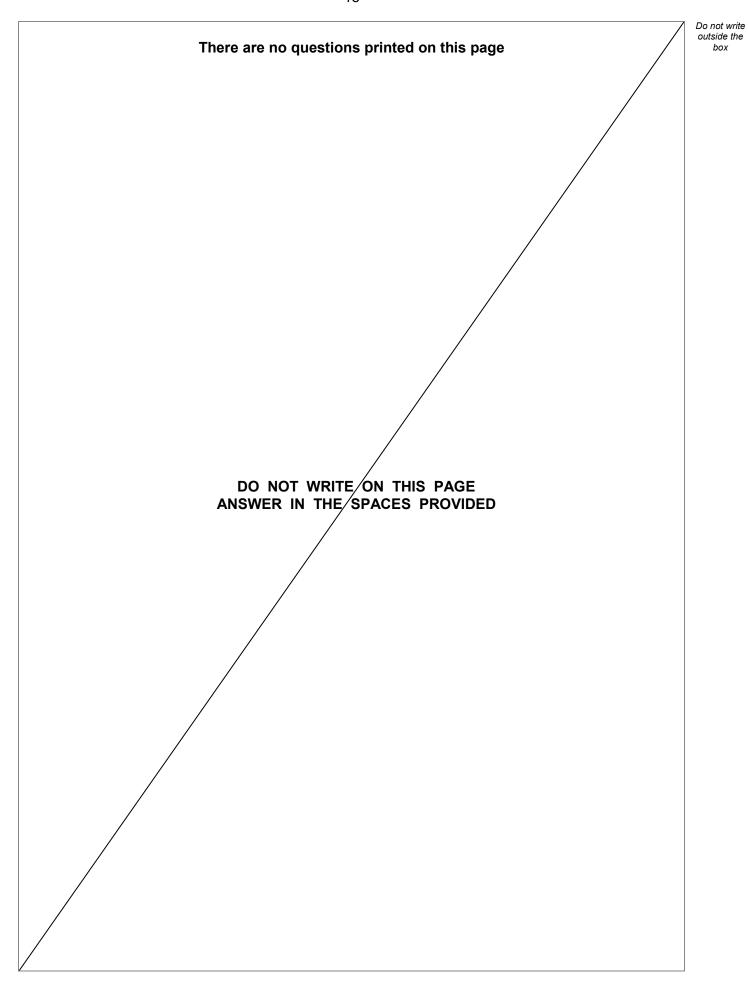
'The use of music video as a marketing tool means that the image of the artist has become more important than the music.'
How far do you agree with this statement?
Answer with reference to:
<ul> <li>the influence of music video producers on the form and content of music videos</li> <li>the cultural and historical context of music videos</li> <li>One Direction's <i>History</i> (Close Study Product).</li> </ul>
<b>[</b>





		Do not write outside the
		box
-		
<del>-</del>		
_		
_		
-		
_		
-		
=		
_		
-		
_		
<del>-</del>		
_		
_		
=		
-		
-		
-		
-		20
	END OF QUESTIONS	







Question number	Additional page, if required. Write the question numbers in the left-hand margin.
	ı erile ili bir ili bi



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.
	ı erile ili bir ili bi



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



Do not write outside the There are no questions printed on this page DO NOT WRITE ON THIS PAGE ANSWER IN THE SPACES PROVIDED Copyright information

For confidentiality purposes, all acknowledgements of third-party copyright material are published in a separate booklet. This booklet is published after each live examination series and is available for free download from www.aqa.org.uk.

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.

Copyright © 2022 AQA and its licensors. All rights reserved.



