

A



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**

**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]**



JUN 22 8572101

**For this paper you will need no other materials.**

## **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**



**BLANK PAGE**



**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.**

**[Turn over]**



## FIGURE 1

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

A transcript for FIGURE 1 is provided on pages 7 and 8.



## Transcript of FIGURE 1

The magazine front cover has a red background and shows a man, standing with his arms folded and looking straight out of the page. He is not smiling. He is wearing a red Liverpool FC football shirt and has many tattoos on his arms.

The following text is displayed on the page.

[The text is in yellow and white font]

**ANDER HERRERA "I JUST LOVE BEING HATED"**

[The text is in yellow font]

**FourFourTwo**

[The text is in white and yellow font on a black background in an inset circle]

**THE 22 MOST ICONIC CENTRE-BACKS EVER!**

[The text is in red and black font on a yellow background]

**EXCLUSIVE INTERVIEW**

[The text is in white font]

**VIRGIL VAN DIJK**

The world's best defender on Liverpool's title push, [text has been covered due to sensitivity concerns] and leading like LeBron.

[Turn over]



[The text is in red and black font on a yellow background]

**ESCAPING DRUGS, GUNS AND CRIME  
LUCAS ON LIFE IN BRAZIL**

[The text is in red and black font on a yellow background]

**“WE WANT TO DESTROY THE STATE OF ATHENS!”  
MEET THE MADDEST FANS ON EARTH**

**[END OF TRANSCRIPT]**





**BLANK PAGE**

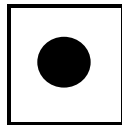
**[Turn over]**



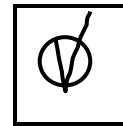
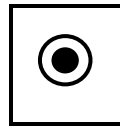
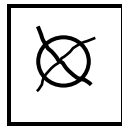
Only ONE answer per question is allowed.

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

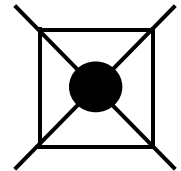
**CORRECT METHOD**



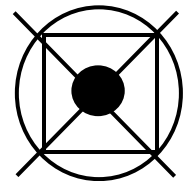
**WRONG METHODS**



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.



0	1
---	---

The main image in **FIGURE 1** is an example of what type of camera shot?

Shade **ONE** circle only. [1 mark]

**A Close-up shot**

**B Low-angle shot**

**C Over-the-shoulder shot**

**D Wide-angle shot**

[Turn over]

—
1



**0 2**

**Analyse the representation of masculinity on the front cover of 'FourFourTwo' magazine (FIGURE 1, on page 6). [12 marks]**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

[Turn over]



---

---

---

---

---

---

---

---

---

---

---

---

12



**BLANK PAGE**

**[Turn over]**



**FIGURE 2**

**Front cover of 'Tatler' (Close Study Product)**

**FIGURE 2 is not reproduced here due to third-party copyright restrictions.**





03

**Analyse the front cover of 'Tatler' magazine (FIGURE 2, on page 16) to show how design and layout communicate meaning. [8 marks]**

---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---

**[Turn over]**



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



0 4

**Explain how magazine covers represent different social groups.**

**Answer with reference to the front cover of 'Tatler' magazine (FIGURE 2, on page 16). [6 marks]**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**[Turn over]**



---

---

---

---

---

---

---

---

6



05.1

**State TWO conventions of television advertising.  
[2 marks]**

**Convention 1** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Convention 2** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**[Turn over]**



05.2

Analyse the 'Galaxy' advertisement (Close Study Product) to show how the main female character is represented. [6 marks]

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

**[Turn over]**



0	5	.	3
---	---	---	---

**Explain how advertisements use cultural contexts to appeal to audiences. Answer with reference to the ‘Galaxy’ advertisement (Close Study Product).  
[12 marks]**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---





---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

[Turn over]



---



---



---



---



---



---



---



---



---



---



---



---

_____
20



**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.**

**06.1**

**What is meant by the term ‘active audience’? [1 mark]**

---

---

---

**06.2**

**Give ONE example of an active audience. [1 mark]**

---

---

---

**[Turn over]**

**2**



07

**How can video games be made commercially successful by their producers?**

**Answer with reference to ‘Lara Croft Go’ (Close Study Product). [9 marks]**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**[Turn over]**

<hr/>
<b>9</b>



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 marks]**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

---

---

[Turn over]

6



09

**‘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:**

- **the influence of music video producers on the form and content of music videos**
- **the cultural and historical context of music videos**
- **One Direction’s ‘History’ (Close Study Product).**

**[20 marks]**

---

---

---

---

---

---

---

---

---

---





---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**[Turn over]**





---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**[Turn over]**



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

END OF QUESTIONS

20



**Additional page, if required.**

**Write the question numbers in the left-hand margin.**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**Additional page, if required.**

**Write the question numbers in the left-hand margin.**




**BLANK PAGE**

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
9	
<b>TOTAL</b>	

**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](http://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.

**IB/M/NC/Jun22/8572/1/E2**