

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]



J U N 2 2 8 5 7 2 1 0 1

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



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.**

**A transcript for FIGURE 1 is provided on
pages 6 and 7.**



FIGURE 1

ANDER HERRERA "I JUST LOVE BEING HATED"

FourFourTwo

EXCLUSIVE INTERVIEW

VIRGIL VAN DIJK

THE 22 MOST ICONIC CENTRE-BACKS EVER!

The world's best defender on Liverpool's title push, [redacted] and leading like LeBron

ESCAPING DRUGS, GUNS AND CRIME
LUCAS ON LIFE IN BRAZIL

"WE WANT TO DESTROY THE STATE OF ATHENS!"
MEET THE MADDEST FANS ON EARTH

[Turn over]



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.

[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

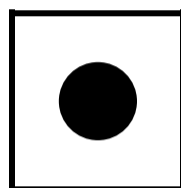
[END OF TRANSCRIPT]



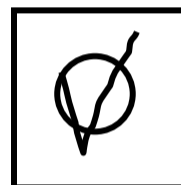
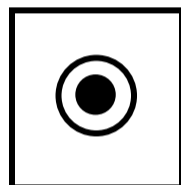
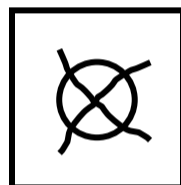
Only ONE answer per question is allowed.

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

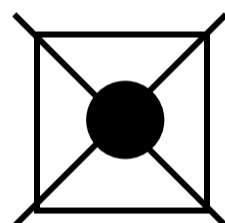
CORRECT METHOD



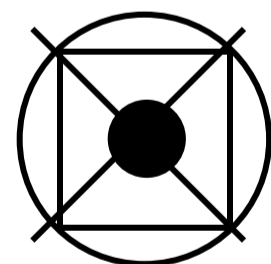
WRONG METHODS



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
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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 5). [12 marks]



[Turn over]



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.



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[Turn over]



[Turn over]

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8



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Explain how magazine covers represent different social groups.

Answer with reference to the front cover of 'Tatler' magazine (FIGURE 2, on page 14). [6 marks]

[Turn over]

<hr/>
6



05.1

State TWO conventions of television advertising. [2 marks]

Convention 1 _____

Convention 2 _____

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]



[Turn over]

<hr/>
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]

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



0	9
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‘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

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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.**



Additional page, if required.

Write the question numbers in the left-hand margin.

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For Examiner's Use	
Question	Mark
1	
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TOTAL	

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