



Surname \_\_\_\_\_

Forename(s) \_\_\_\_\_

Centre Number \_\_\_\_\_

Candidate Number \_\_\_\_\_

Candidate Signature \_\_\_\_\_

I declare this is my own work.

**A-level**

**MEDIA STUDIES**

**Paper 1 Media One**

**7572/1**

**Monday 22 May 2023                      Afternoon**

**Time allowed: 2 hours**

**At the top of the page, write your surname and forename(s), your centre number, your candidate number and add your signature.**

**[Turn over]**



**MATERIALS**

**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** is an advertisement for Avon Cosmetics from the 1950s.

**FIGURE 1**

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



**Analyse how media language creates meaning in  
FIGURE 1. [8 marks]**

[illegible]

**[Turn over]**





**BLANK PAGE**

**[Turn over]**



0	2
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**Explain how representations of gender within media products reflect social and cultural contexts.**

**You should refer to the Close Study Product ‘Maybelline’ “That Boss Life part 1” and FIGURE 1 to support your answer. [12 marks]**

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[illegible]

**[Turn over]**



This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

0	3
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**To what extent does the Close Study Product ‘Score’ construct a hyperreality? [9 marks]**

[illegible]

**[Turn over]**



[illegible]

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**[Turn over]**

9



0	4
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## How valid is David Gauntlett's claim that audiences use representations in media products to construct their identities?

**You should refer to the Close Study Product 'Letter to the Free' in your response. [20 marks]**

[illegible]



[illegible]



[illegible]

**[Turn over]**



[illegible]

**BLANK PAGE**

**[Turn over]**

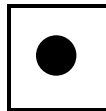


**SECTION B****Media Industries and Media Audiences**

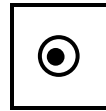
**Answer ALL questions in the spaces provided.**

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

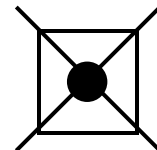
**CORRECT METHOD**



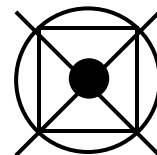
**WRONG METHODS**



**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.**



0	5	.	1
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**Which THREE of the following are part of a neo-liberal approach to media industries?**

**Shade THREE circles only. [3 marks]**

☐

**A a consistent support for Public Service Broadcasting**

☐

**B a desire for the deregulation of media markets**

☐

**C a desire for increased regulation of media markets**

☐

**D a move towards the privatisation of state-owned media interests (eg telecommunications)**

☐

**E a championing of consumer choice above all other considerations**

☐

**F a commitment to protect disadvantaged groups from misrepresentation and misinformation**

**[Turn over]**



0	5	.	2
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**What is meant by the term ‘vertical integration’?**  
**[3 marks]**

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<b>6</b>



0	6
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**Explain why low to medium-budget film-makers still use traditional marketing techniques to promote their films.**

**You should refer to the Close Study Product  
'Blinded by the Light' in your response. [9 marks]**

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**[Turn over]**







This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

**[Turn over]**

9



0	7
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**‘A free-market approach to newspaper ownership guarantees a free press.’**

### To what extent do you agree with this statement?

**You should refer to the newspaper Close Study Products the 'i' and the 'Daily Mail' to support your answer. [20 marks]**

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.



[illegible]

[illegible]

**[Turn over]**



20



**Additional page, if required.**

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

[illegible]

**Additional page, if required.**

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

[illegible]



**Additional page, if required.**

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

[illegible]

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

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Figure 1 © Avon Cosmetics

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