



**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.**

<b>0</b>	<b>1</b>
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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**

**[Turn over]**



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

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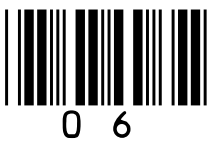
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**[Turn over]**



0 2

**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, on pages 4 and 5, to support your answer. [12 marks]**

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**To what extent does the Close Study Product 'Score' construct a hyperreality?  
[9 marks]**

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04

**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]**

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20



**BLANK PAGE**

**[Turn over]**

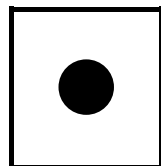


**SECTION B****Media Industries and Media Audiences**

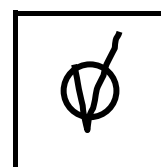
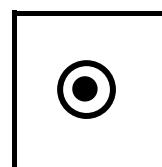
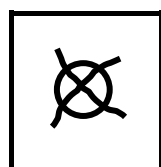
**Answer ALL questions in the spaces provided.**

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

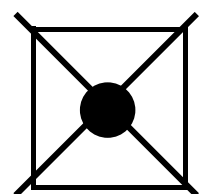
**CORRECT METHOD**



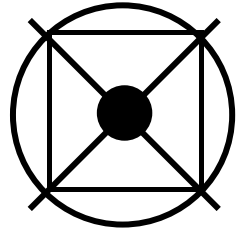
**WRONG METHODS**



**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.**



**[Turn over]**



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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

**What is meant by the term 'vertical integration'? [3 marks]**

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06

**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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07

**‘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]**

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**[Turn over]**



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[Turn over]







**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.**




**BLANK PAGE**

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

**Copyright information**

Figure 1 © Avon Cosmetics

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**WP/M/MW/Jun23/7572/1/E2**



3 6



2 3 6 A 7 5 7 2 / 1