GCSE
MEDIA STUDIES

Paper 1 Media One

Tuesday 16 May 2023　　Afternoon　　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	

8572/1

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

Billy Porter Instagram post

Billy Porter Instagram post not reproduced here due to third party copyright restrictions.

For Question 01 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 | Which of the statements below is correct about **Figure 1**?

Shade **one** circle only.

[1 mark]

A The image connotes Billy's creativity. ⬭

B The image connotes that Billy is sitting on a bench. ⬭

C The image denotes that Billy loves nature. ⬭

D The image denotes that fashion is important to everyone. ⬭

Turn over for the next question

0 2   Billy Porter is an American actor, singer and author.

Analyse Billy Porter's Instagram post (**Figure 1**) to explain how it represents **gender** and **identity**.

[12 marks]

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Turn over for the next question

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ANSWER IN THE SPACES PROVIDED

Turn over ▶

Figure 2

Screen grab from *Lara Croft Go* (Close Study Product)

Screen grab from *Lara Croft Go* not reproduced here due to third party copyright restrictions.

Figure 3

Screen grab from *Lara Croft Go* (Close Study Product)

Screen grab from *Lara Croft Go* not reproduced here due to third party copyright restrictions.

0 3   Analyse *Lara Croft Go* to show how the genre conventions of an action-adventure game are used.

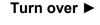Answer with reference to **Figure 2** and **Figure 3**.

[8 marks]

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Analyse how Marcus Rashford's online presence has been constructed to create a positive representation of the footballer.

[6 marks]

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0 5 . 1 Give an example of one interior location **and** one exterior location from the NHS Blood and Transplant campaign video *Represent* (Close Study Product).

[2 marks]

Interior _____

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Exterior _____

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0 5 . 2 How are enigma codes used to develop narrative?

Answer with reference to the NHS Blood and Transplant campaign video *Represent* (Close Study Product).

[6 marks]

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Question 5 continues on the next page

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0 5 . 3 Explain how advertisements use social and cultural contexts to target under-represented or misrepresented social groups.

Answer with reference to the NHS Blood and Transplant campaign video *Represent* (Close Study Product).

[12 marks]

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.

0 6	Give **two** examples of how music videos reach global audiences.

[2 marks]

Example 1 _____

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Example 2 _____

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0 7	Explain how radio stations target audiences.

Answer with reference to *Kiss Breakfast* on KISS Radio (Close Study Product).

[6 marks]

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0 8 How do music videos influence an audience's sense of identity?

Answer with reference to Blackpink's *How You Like That* music video (Close Study Product).

[9 marks]

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0 9 'In 1967, the BBC dominated UK radio. Since then the rise of commercial ownership has given audiences more choice and a better listening experience.'

How far do you agree with this statement?

Answer with reference to:

- large organisations such as the BBC and BMG (Bauer Media Group)
- historical contexts of the media
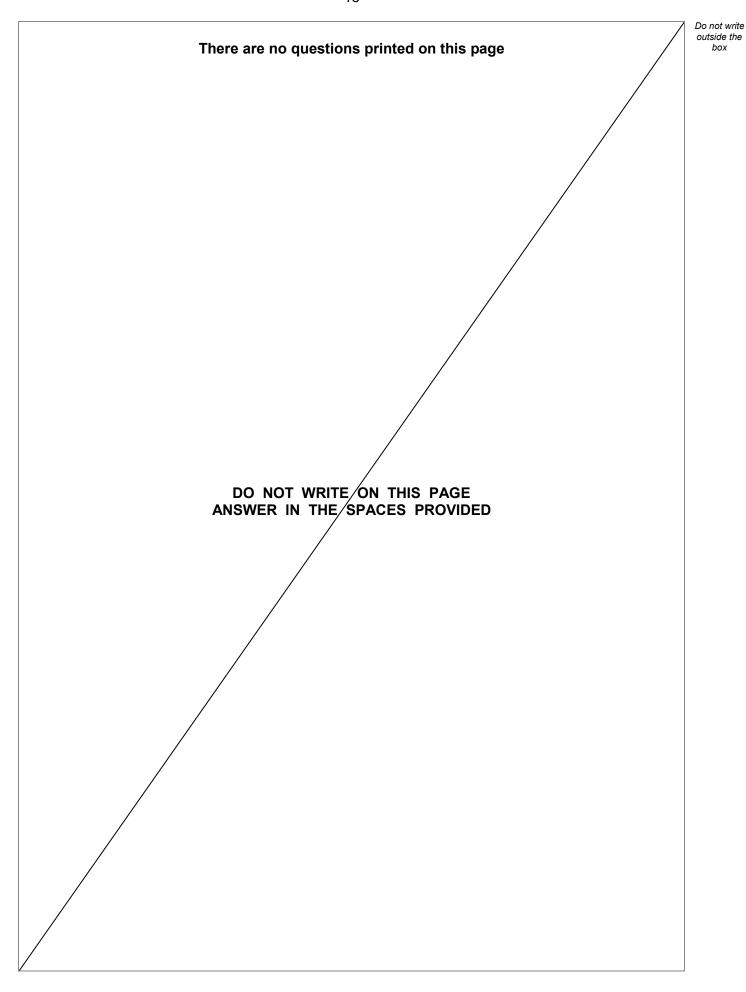- *Radio 1 Launch Day* and *Kiss Breakfast* on KISS Radio (Close Study Products).

[20 marks]

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END OF QUESTIONS

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ANSWER IN THE SPACES PROVIDED**

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

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