



**Surname** \_\_\_\_\_

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

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

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

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

**I declare this is my own work.**

**GCSE**

**MEDIA STUDIES**

**Paper 1 Media One**

**8572/1**

**Tuesday 16 May 2023**

**Afternoon**

**Time allowed: 1 hour 30 minutes**

**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**

**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**

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

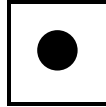


**[Turn over]**

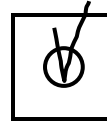
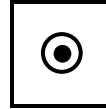


For Question 01 completely fill in the circle alongside the appropriate answer.

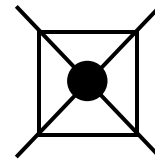
**CORRECT METHOD**



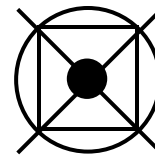
**WRONG METHODS**



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
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**Which of the statements below is correct about  
FIGURE 1, on pages 4 and 5?**

**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]**

1



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

**Analyse Billy Porter's Instagram post (FIGURE 1, on pages 4 and 5) to explain how it represents GENDER and IDENTITY. [12 marks]**

[illegible]



[illegible]

**[Turn over]**



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12



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**[Turn over]**



**FIGURE 2**

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



**FIGURE 3**

**FIGURE 3 is not reproduced here due to third-party copyright restrictions.**

**[Turn over]**



0	3
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## 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, on pages 12 and 13. [8 marks]**

[illegible]

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.

**[Turn over]**

8



0	4
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**Analyse how Marcus Rashford's online presence has been constructed to create a positive representation of the footballer. [6 marks]**

[illegible]



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[Turn over]

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6



0	5	.	1
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**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** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Exterior** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



0	5	.	2
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**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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**[Turn over]**



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0	5	.	3
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**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]**

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**[Turn over]**



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**[Turn over]**

<b>20</b>



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**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
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**Give TWO examples of how music videos reach global audiences. [2 marks]**

**Example 1** \_\_\_\_\_

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**Example 2** \_\_\_\_\_

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**[Turn over]**

2



0	7
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## Explain how radio stations target audiences.

**Answer with reference to 'Kiss Breakfast' on KISS Radio (Close Study Product). [6 marks]**

[illegible]

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**[Turn over]**

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<b>6</b>



0	8
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## 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]**

[illegible]

[illegible]

**[Turn over]**



0	9
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**‘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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[illegible]

**[Turn over]**









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**END OF QUESTIONS**

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<b>20</b>



**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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6	
7	
8	
9	
<b>TOTAL</b>	

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