

A



Surname _____

Forename(s) _____

Centre Number _____

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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]



J U N 2 3 8 5 7 2 1 0 1

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

Billy Porter Instagram post

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

[Turn over]



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



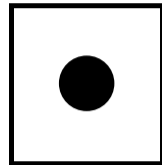
FIGURE 1 is not reproduced here due to third-party copyright restrictions.

[Turn over]

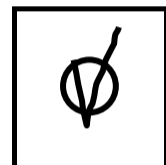
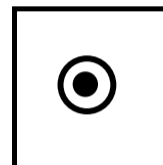
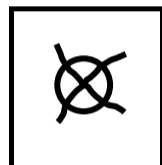


For Question 01 completely fill in the circle alongside the appropriate answer.

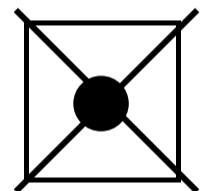
CORRECT METHOD



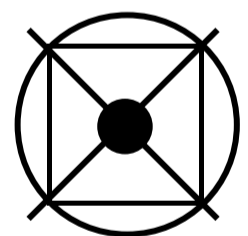
WRONG METHODS



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 5 to 7?

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



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[Turn over]



FIGURE 2

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FIGURE 3

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[Turn over]



[Turn over]

6



05.1

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 _____

Exterior _____



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]**

[Turn over]



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]**

[Turn over]



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 _____

Example 2 _____

[Turn over]

2



[Turn over]

6



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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For Examiner's Use	
Question	Mark
1	
2	
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4	
5	
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7	
8	
9	
TOTAL	

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