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Centre number	Candidate number
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Forename(s)	
Candidate signature	I declare this is my own work.

GCSE MEDIA STUDIES

Paper 2 Media Two

Wednesday 24 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.

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- 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.
- Questions 02, 04 and 05 require 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.
- Question **05** is a synoptic question in which you should draw together knowledge and understanding from across your full course of study.

For Examiner's Use			
Question	Mark		
1			
2			
3			
4			
5			
TOTAL			



Section A - Television

Answer all questions in the spaces provided.

You will have two minutes to read through the questions in **Section A**.

The extract will then be shown twice.

First viewing: watch the extract and make notes. You will then have five minutes to add to your notes. Second viewing: watch the extract and make further notes.

There is space for you to write notes on page 3 of this answer book.

These notes will not be marked.

You may start writing your answers on the exam paper as soon as the second viewing has finished.

You are advised to spend around 38 minutes answering questions on this section.

0 1	The extract from 'The City of Magpies' includes examples of CGI.	
0 1.1	Briefly define the term 'CGI'.	[1 mark]
0 1.2	Give one example of CGI in the extract.	[1 mark]



You may make notes on page 3. These notes will not be marked.	Do not write outside the box





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0 1.3	How is 'mise-en-scène' used to create meanings in the extract?	[8 marks]



0 1 . 4	'The City of Magpies' is aimed at a niche audience of Science Fiction/Science Fantas genre fans.
	How far does an analysis of the extract show this to be true? [12 marks]
	<u> </u>

22





0 2	'Social and cultural contexts always influence the representation of gender in television drama.'
	How far do you agree with this statement?
	Answer with reference to: • Dr Who, 'An Unearthly Child' (1963) and His Dark Materials, 'The City of Magpies' (2020) (Close Study Products).
	[20 marks]



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Turn over for Section B

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Section B – Newspapers

Answer all questions in the spaces provided.

You are advised to spend around 40 minutes answering questions on this section.

0 3	Give two different examples of audience categories that newspapers r	
		[2 marks]
	Example 1	
	Example 2	
	Example 2	_



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Figure 1

Amazon shop story in the Daily Mirror, Friday 5 March 2021 (Close Study Product)

FRIDAY 05.03.2021 DAILY MIRROR 17



BY GRAHAM HISCOTT

AMAZON'S new hi-tech, till-free supermarkets could cause "consid-erable" job losses if rivals copy the

erable" job losses if rivals copy the idea, warns a financial analyst.

The online giant's first Amazon Fresh store outside the US opened yesterday in Ealing, West London.

Customers scan a quick response code as they enter the shop then put items in their bag.

A network of cameras and sensors detect what they have picked. Shoppers simply walk out with their purchases which are then charged to their account.

Amazon's Matt Birch said it offered a "super fast, friction-free way to shop". Rival supermarkets will watch it closely.

with some already testing till-less stores.
Clive Black, an analyst at

Shore Capital, warned it would have a huge impact on jobs if others follow suit.

He said: "This is a cashless

and cardless operation so think of all the people that affects, not just in stores but in banks too.

"It is absolutely going to lead to a considerable reduction in roles for people at head office and in branches."
Mr Black predicted that rather than open hundreds of new Amazon Fresh

stores, the huge company may snap up an existing supermarket chain instead.

Cashless & cardless, think of all

those it will affect CLIVE BLACK WARNS OF IMPACT ON JOBS

less, k of all e it Whole Food Markets chain, saw its UK sales surge 51% to E194-billion. It came as experts at campaigners TaxWatch predicted a measure in the Budget could wipe out Amazon's UK corporation tax bill. Chancellor Rishi Sunak increased the tax to 25% from 2023 but included a "super deduction" for companies when they invest. Firms can offset the tax break against

Firms can offset the tax break against profits. Amazon has argued that heavy

Morrisons and northern chain Booths were among those he mentioned.

Last year Amazon, which

TaxWatch executive director George Turner said: "It is highly questionable whether a tax cut for Amazon today is the best use of public money."

investment since it arrived in the UK two

decades ago is one reason it had paid so little corporation tax.

the best use of public money.

Amazon has not said how many jobs
the new stores venture will create in the
UK. But it has previously spoken about
the large numbers of workers it had
taken on in its fulfilment centres,
research and development.

The company said it has also launched

a By Amazon range of hundreds of own-brand products for the stores.

graham.hiscott@mirror.co.uk **VOICE OF THE MIRROR: PAGE 8**

Figure 2

Amazon shop story in *The Times*, Friday 5 March 2021 (Close Study Product)

News

My takeaway from Amazon's till-free shop? It's a new era

Patrick Kidd

There was a time when if a masked person walked into a supermarket and was seen on camera slipping things into their pockets, a store detective would be sent to the exit faster than you could say "unexpected item in the bagging area". If Amazon's plan for cashier-free shopping catches on, this will be quite normal.

"Just walk out" is the slogan of Amazon Forth. It is the slogan of Amazon Forth. It is the slogan of Amazon Forth. It is the slogan of Amazon Signation of Amazon Forth. It is the slogan of Amazon Signation of Signation of Amazon Signation of Signation of

too briskly with a bag of what will not technically be purchases until the money leaves my account three hours later. I half expect a hand of all oas later. I half expect a hand of all oas later. I half expect a hand of all oas later. I half expect a hand of all oas later. I half expect a hand of all oas later. I half expect with a flash of a QR code on my phone had been tracked Every object I picked up was counted, and every one I put hack removed, by 100 cameras so that when I left the building, no matter whether the goods were in my bag or under my coat (or even, one assumes, in my stom-ach), the All-seeing God Amazon would know what I had done. I have not felt my shopping habits to be so "seen" since the time my wife visited the corner-shop pear our flat and was asked by the owner if "the gentle-



Customers including Patrick Kidd, left, emb retail experience at Amazon's newly opened

man would like his usual" with a gesture at a pile of freshly baked cheese scones. The technology was developed by Amazon to reduce the time people spend in queues. Their first cashier-free shop, Amazon Go, was opened in Seattle in 2018 and there are now 28 in the

US. Amazon Fresh, its UK arm, opened its first in Ealing Broadway yesterday. Some are concerned about being watched. "It offers a dystopian, total-surveillance experience," Silkie Carlo, from Big Brother Watch, Said, "Customers deserve to know how and by whom

these analytics could be used." Amazon says it does not use facial recognition software and information about shopping habits will be associated with a customer's account for up to 30 days. Outside the shop, Maha Salem, who had visited with the rabyto by a coffee and a croissant, admitted unease. 'I tried to forget about the cameras and not feel paranoid,' she said. However, she felt that with a large pram anything the reduced fuse was very welcomed. 'I tried to forget about the cameras and not feel paranoid,' she said. However, she felt that with a large pram anything the reduced fuse was very welcomed. 'Not having to queue sped it up by ten minutes.' That said, he then spent 40 minutes.' That said, he then spent 40 minutes waiting outside to receive his receipt by email to check the reckoning. 'Il want to be sure that they removed things I put back,' he said.

He could have been waiting some time. Having left the shop at 10.39am cland 57 seconds), it took until 204pm before my bank's app pinged to tell me that 22.35 had been taken from my account and a further two minutes to get the receipt. Could check within an hour on the app what products had been assigned to me. Soup, ham, onions, a disappointingly dry 'feta and boats osurdoush pocket' (a nod, perhaps, to what Amazon has done for the cardboard industry) and six other items were all correctly registered; a sandwich and radishes that I had put back were not in the final reckoning. On first impression, it works so smoothly that the fear is Amazon detectives should not be worried.

'Newspapers don't tell readers what to think. Readers make up their own minds about what newspaper stories mean to them.'

How far does an analysis of the two newspaper items (Figure 1 and Figure 2) support this point of view?

Answer with reference to:

- passive and active audiences
- codes and conventions of newspapers.

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[20 marks]

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0 5	'With so much 'fake news', propaganda and bias in the media, newspapers should simply report the truth.'
	How far do you agree with this statement?
	Answer with reference to: • The Times and the Daily Mirror (Close Study Products).
	In this question you will be rewarded for drawing together knowledge and understanding from across your full course of study, including different areas of the theoretical framework, media contexts and Close Study Products. [20 marks]
	[20 marks]



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