



Surname _____

Other Names _____

Centre Number _____

Candidate Number _____

Candidate Signature _____

I declare this is my own work.

A-level

MEDIA STUDIES

Paper 1 Media One

7572/1

Wednesday 3 June 2020 Afternoon

Time allowed: 2 hours

There are no other materials for this paper.

At the top of the page, write your surname and other names, your centre number, your candidate number and add your signature.

[Turn over]



BLANK PAGE



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.
- 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.

FIGURE 1 opposite shows an advertisement for Capcom's Resident Evil 2, a 2019 reboot of a computer game originally released in 1998 that is set in Raccoon City during a zombie apocalypse. An image shows a man and a woman holding guns. The man is wearing a police uniform.



FIGURE 1



[Turn over]



0	1
---	---

Analyse the relationship between signifiers and signifieds in FIGURE 1. [8 marks]

[Turn over]



0	2
---	---

Explain how representations of power within media products reflect their social and cultural contexts.

**You should refer to the Close Study Product 'Score' and FIGURE 1 to support your answer.
[12 marks]**





BLANK PAGE

[Turn over]



SECTION B


Media Audiences and Media Industries.


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. 



0 5 . 1

Which **THREE** of the following are agents of socialisation?

Shade **THREE** circles only. [3 marks]

A Digital natives

B Education

C Enculturation

D Textual poachers

E The family

F The Mass Media

[Turn over]



0 5 . 2

Briefly explain the term Moral Panic.

Give an example from the media.

[3 marks]

6



BLANK PAGE

[Turn over]



0 6

Explain how historical contexts influence how audiences respond to media products.

You should refer to the Close Study Product 'The War of the Worlds' to support your answer. [9 marks]

0	7
---	---

It has been argued that the film industry has been revolutionised by the use of new technology at both production and distribution stages.

How far do you agree with this statement?

You should refer to the Close Study Product 'Chicken' to support your answer. [20 marks]

[Turn over]





BLANK PAGE

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
TOTAL	

Copyright information

For confidentiality purposes, all acknowledgements of third-party copyright material are published in a separate booklet. This booklet is published after each live examination series and is available for free download from www.aqa.org.uk.

Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright-holders may have been unsuccessful and AQA will be happy to rectify any omissions of acknowledgements. If you have any queries please contact the Copyright Team.

Copyright © 2020 AQA and its licensors. All rights reserved.

GB/VW/Jun20/7572/1/E2



2 8



2 0 6 A 7 5 7 2 / 1