



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

**Other Names** \_\_\_\_\_

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

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

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

**GCSE**

**MEDIA STUDIES**

**Paper 1 Media One**

**8572/1**

**Friday 5 June 2020**

**Afternoon**

**Time allowed: 1 hour 30 minutes**

**For this paper you must have:**

- **an insert.**

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

**[Turn over]**



## 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**

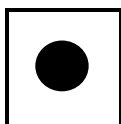
**Answer ALL questions in the spaces provided.**

**You are advised to spend around 60 minutes on this section.**

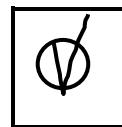
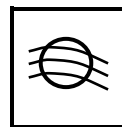
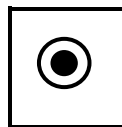
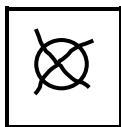
**Only ONE answer per question is allowed.**

**For each question completely fill in the circle alongside the appropriate answer.**

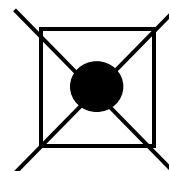
**CORRECT METHOD**



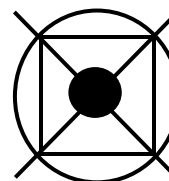
**WRONG METHODS**



**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.**



**FIGURE 1** is provided in the separate insert on pages 2 and 3.

**0 1**

Which of the following features demonstrate the indirect mode of address in **FIGURE 1**?

Shade **ONE** lozenge only. [1 mark]

**A** Emojis

**B** Model's direction of gaze

**C** River Island logo

**D** White background

[Turn over]

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1



**0 2**

**Analyse the River Island Instagram post (FIGURE 1) to explain how it represents:**

- **ability and disability**
- **the River Island brand.**

**[12 marks]**

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**[Turn over]**







**BLANK PAGE**

**[Turn over]**



**FIGURE 2 and FIGURE 3 are provided in the separate insert on pages 4 and 5.**

**0 3** Analyse the stills in **FIGURE 2** and **FIGURE 3** to show how the chosen locations reinforce the message of the 'Represent' advertisement (Close Study Product). [8 marks]

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[Turn over]

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0 4

**How are codes and conventions used in the 'Represent' video (Close Study Product) to appeal to its Black, Asian and Minority Ethnic audience? [6 marks]**

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[Turn over]

6



**FIGURE 4 is provided in the separate insert on page 6.**

**05.1 Identify TWO newspaper front page conventions.**

**For each convention give an example from the 'Daily Mirror' (FIGURE 4). [2 marks]**

**Convention 1** \_\_\_\_\_

\_\_\_\_\_

**'Daily Mirror' example** \_\_\_\_\_

\_\_\_\_\_

**Convention 2** \_\_\_\_\_

\_\_\_\_\_

**'Daily Mirror' example** \_\_\_\_\_

\_\_\_\_\_



**FIGURE 5** is provided in the separate insert on page 7.

**05.2** How are genre features of newspapers used to appeal to their target audiences?

**Answer with reference to the front page of 'The Times' (FIGURE 5). [6 marks]**

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**[Turn over]**



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**05.3 Explain how the political context in which newspapers are produced influences their reporting of local elections.**

**Answer with reference to the double page spreads inside the 'Daily Mirror' and 'The Times' (Close Study Products). [12 marks]**

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[Turn over]





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[Turn over]

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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**

**Give TWO examples of the audience categories used by media industries.  
[2 marks]**

**1**

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**2**

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**2**



**07.1** Give **THREE** methods of marketing blockbuster films. [3 marks]

**Method 1** \_\_\_\_\_

\_\_\_\_\_

**Method 2** \_\_\_\_\_

\_\_\_\_\_

**Method 3** \_\_\_\_\_

\_\_\_\_\_

**[Turn over]**



**07.2** Explain how ONE of the marketing methods given in QUESTION 7.1 was used to market the film 'Doctor Strange' (Close Study Product). [6 marks]

**Method** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Explanation** \_\_\_\_\_

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[Turn over]

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0 8

Explain how the public funding of radio benefits listeners. [6 marks]

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[Turn over]

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**09**

**‘The relationship between radio presenter and audience is much more important to the industry than any developments in technology.’**

**How far do you agree with this statement?**

**Answer with reference to:**

- **the connection between the radio presenters and radio listeners**
- **the development of media technologies**
- **Close Study Products: ‘Radio 1 Launch Day’ and ‘Julie Adenuga Beats 1 Radio.’**

**[20 marks]**

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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.**

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For Examiner's Use	
Question	Mark
1	
2	
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4	
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6	
7	
8	
9	
<b>TOTAL</b>	

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