

A



Surname _____

Other Names _____

Centre Number _____

Candidate Number _____

Candidate Signature _____

GCSE

MEDIA STUDIES

Paper 1 Media One

8572/1

Monday 3 June 2019 Afternoon

Time allowed: 1 hour 30 minutes

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

[Turn over]



JUN198572101

For this paper you must have:

- **a separate insert.**

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 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 9 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.**

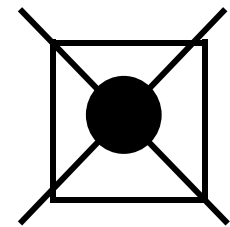
Only ONE answer per question is allowed.

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

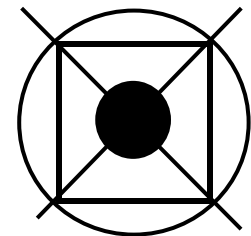
CORRECT METHOD 

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.



[Turn over]



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FIGURE 1 is provided in the separate insert on page 2.

0 1

The red stripe on the face of the man (FIGURE 1) is an example of which of the following?

Shade ONE lozenge only. [1 mark]

A masthead

B non-verbal communication

C strapline

D typographic code

[Turn over]

1



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[Turn over]



04

FIGURE 3 is provided in the separate insert on pages 4–7.

04.1

Identify TWO conventions of print advertising used in the OMO advertisement (FIGURE 3). [2 marks]

1 _____

2 _____

BLANK PAGE

[Turn over]

0 **4** . **2**

Explain TWO ways in which advertisements persuade consumers to buy products.

Refer to the OMO advertisement (FIGURE 3, in the separate insert on pages 4–7). [6 marks]

04.3

How did social and cultural contexts influence the way people understood advertisements in the 1950s?

Refer to the OMO advertisement (FIGURE 3, in the separate insert on pages 4–7). [12 marks]



[Turn over]



A series of horizontal lines for writing, consisting of 20 equally spaced lines across the page.



05

**Analyse the 'Galaxy' television advertisement (Close Study Product) to show how the narrative is structured.
[6 marks]**

[Turn over]





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[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 the work of the British Board of Film Classification (BBFC). [2 marks]

1 _____

2 _____

2



0	7
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How does a music video help to develop the relationship between a band and its audience?

Refer to the Arctic Monkeys' music video 'I Bet You Look Good On The Dancefloor' (Close Study Product). [9 marks]

[Turn over]





[Turn over]



0	8
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Explain how Zoella uses social media to make money. [6 marks]

09

‘It is very difficult for players to resist the harmful effects of video games.’

How far do you agree with this statement?

In your answer you must refer to:

- **the social and cultural context of video games**
- **‘Kim Kardashian; Hollywood’ (Close Study Product)**
- **theories of active AND passive audiences.**

[20 marks]

[Turn over]







END OF QUESTIONS

20



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For Examiner's Use	
Question	Mark
1	
2	
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4	
5	
6	
7	
8	
9	
TOTAL	

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