

Please write clearly in block capitals.

Centre number

Candidate number

Surname _____

Forename(s) _____

Candidate signature _____

I declare this is my own work.

GCSE MEDIA STUDIES

Paper 1 Media One

Friday 5 June 2020

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.

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.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
9	
TOTAL	



Section A – Media Language and Media Representations

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

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

Figure 1

River Island Instagram Post

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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. 

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 

1

Turn over for the next question

Turn over ►



Turn over for the next question

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ANSWER IN THE SPACES PROVIDED**

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Figure 2 and **Figure 3** show stills from the NHS Blood and Transplant online campaign video *Represent* (Close Study Product).

Figure 2



Figure 3



Turn over for the next question

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ANSWER IN THE SPACES PROVIDED**

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Figure 4

The Daily Mirror front page, Saturday 5 May 2018 (Close Study Product)

mirror.co.uk

DAILY FIGHTING FOR YOU
Saturday, May 5, 2018 £1.20

Mirror



Meghan's dad **WILL** walk her down aisle



FAMILY Meghan Markle and, right, dad Thomas SEE PAGES 4&5

SHOWBIZ EXCLUSIVE

**CORRIE KEV'S
HELD BY
COPS
OVER BUST-UP**



EXCLUSIVE
By STEPHEN WHITE
MICHAEL Le Vell has been arrested on suspicion of assault. The star, 53 - Kevin Webster in Corrie - was treated in hospital after officers were called to his home. He then spent the night at a Manchester police station, but the force says it will "take no further action".
FULL STORY: PAGE 7

SOAP ACTOR Michael Le Vell

Star, 53, spends night in cells after row but police 'will take no further action'



0 5 . 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 _____

Question 5 continues on the next page

Turn over ►



Figure 5

The Times front page, Saturday 5 May 2018 (Close Study Product)

THE TIMES

SATURDAY

Daily newspaper of the year
5 May 2018 | thetimes.co.uk | No 72527

£1.90

£1 to subscribers

40 best country house hotels
With stunning walks and bike trails
Weekend

Kay Burley
Don't mess with me
Plus Eat! recipe pullout
Magazine

MPs call for inquest as Corbyn fails election test

Labour must 'look at itself' after council setback

Francis Elliott Political Editor
Sam Coates, Lucy Fisher

Jeremy Corbyn was criticised by MPs and defeated candidates yesterday for not dealing with antisemitism as his party failed to secure predicted victories in the local elections.

Labour did not win any London councils from the Tories and suffered reverses in former strongholds that voted to leave the EU in a disappointing performance castigated by one frontbencher as "amateur hour".

The Conservatives were the main beneficiaries from the almost total collapse of Ukip, enabling Theresa May to confound predictions of heavy losses. With all but one set of results declared, Labour was showing a net gain of 57 and the Tories a net loss of 28, the Liberal Democrats were up 75.

Boris Johnson seized on the outcome as evidence that Tory supporters expected and wanted Brexit, saying that Mr Corbyn had been punished for his commitment to remain in a customs union with the EU.

Several Labour figures, however, blamed Mr Corbyn's inaction over antisemitism for his failure to win key councils such as Westminster, Wandsworth and Barnet, Labour's top target.

Barry Rawlings, Barnet's Labour leader, said that too many members of the Jewish community felt that Labour had "failed to deal with antisemitism on

a national level". Adam Langbein, a defeated Labour candidate, called on Mr Corbyn to visit the borough and apologise to its Jewish community.

Jess Phillips, the Labour MP for Birmingham Yardley, said: "The antisemitism problem has been a problem [for Labour] in big metropolitan areas like London and Birmingham. The Labour Party has to look at the results, have a really honest strategy about it to improve it, a real hard honest look at itself."

One Labour frontbencher blamed the "inexperience and hubris" of Mr Corbyn's team for building up unrealistic expectations, including that the party might sweep London. Overall gains would now be presented as a setback, the source said, describing the approach as a "schoolboy error".

Another member of Mr Corbyn's frontbench team told The Times: "At this stage of the parliament, in the aftermath of the home secretary's resignation and all the rest, the opposition should be doing much, much better."

He added: "Our campaign was woeful but we've maxed out London. The problem is that we are not winning provincial England. There was no strategy. Allowing the expectations to get out of kilter was amateur hour."

The Tories themselves lost control of significant councils such as Richmond, southwest London, South Cambridge

Continued on page 2, col 3



Royal appointment Sir Paul and Lady McCartney at Buckingham Palace yesterday. He received the insignia of the Companion of Honour, an order limited to 65 members

I've put on a stone in weight!
Caitlin Moran
Magazine

Time to fire up the grill
Bank holiday barbecue
Weekend

Britain's most wanted dad
Fame, fans, four daughters
Magazine



Single The Times newspaper 65p (incl. postage) 65p (incl. postage)
Country 11p (incl. postage) 11p (incl. postage) 11p (incl. postage)
Europe 11p (incl. postage) 11p (incl. postage) 11p (incl. postage)
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Canada 11p (incl. postage) 11p (incl. postage) 11p (incl. postage)
Australia 11p (incl. postage) 11p (incl. postage) 11p (incl. postage)
New Zealand 11p (incl. postage) 11p (incl. postage) 11p (incl. postage)



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.

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Give **two** examples of the audience categories used by media industries.

[2 marks]

1 _____

2 _____

2

Turn over for the next question

Turn over ►



0 7 . 1

Give **three** methods of marketing blockbuster films.

[3 marks]

Method 1 _____

Method 2 _____

Method 3 _____

0 7 . 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 _____

9



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2 4



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