

Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

GCSE MEDIA STUDIES

Paper 1 Media One

Monday 3 June 2019

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.
- 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.

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



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.

Figure 1

Games TM magazine front cover



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.



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

1

Turn over for the next question

Turn over ►



Figure 2

Reveal magazine front cover (Close Study Product)

The following figure cannot be reproduced here due to third-party copyright restrictions.



0 4

Figure 3

OMO print advertisement from *Woman's Own* magazine
(Close Study Product)



WHITENESS ALONE WON'T DO!

OMO makes whites Bright!

“This’ll shake you, Mother!
Fancy saying all washing powders were the same! You can’t say that any more—not after you’ve seen Omo-brightness. Whites boiled with Omo are more than clean and white. They’re bright. Actually *bright!*”
Yes, she’s right about Omo. This wonderful new detergent really does add brightness to whiteness.

This exciting new Omo-brightness puts ordinary whiteness completely in the shade. Many powders get things clean and white. Omo does this—and much more. Omo-boiled whites are clean, white and bright as well! Yes, brilliantly *bright!*
Today millions of women insist on this extra Omo-brightness, every washday. One packet—and you’ll be an Omo fan, too!

OMO adds Brightness to whiteness

38

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0 8

0 4 . 1

Identify **two** conventions of print advertising used in the OMO advertisement (Figure 3).

[2 marks]

1 _____

2 _____

0 4 . 2

Explain **two** ways in which advertisements persuade consumers to buy products.

Refer to the OMO advertisement (Figure 3).

[6 marks]

Turn over ►



0 4 . 3

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

Refer to the OMO advertisement (**Figure 3**).

[12 marks]

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Analyse the *Galaxy* television advertisement (Close Study Product) to show how the narrative is structured.

[6 marks]

<hr/>
6



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 work of the British Board of Film Classification (BBFC).

[2 marks]

1

2

2

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END OF QUESTIONS



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