

Surname	Centre Number	Candidate Number
First name(s)		0



GCSE

C680U10-1



WEDNESDAY, 25 MAY 2022 – AFTERNOON

MEDIA STUDIES
Component 1
Exploring the Media
 1 hour 30 minutes

ADDITIONAL MATERIALS

- Resource A: *This Girl Can* advertisement for use with Question 1
- Resource B: *Pride* magazine cover for use with Question 2(b)
- Resource C: *Essence* magazine cover for use with Question 2(b)

INSTRUCTIONS TO CANDIDATES

Use black ink or a black ball-point pen. Do not use gel pen or correction fluid.

Answer **all** questions in **Section A and Section B**.

Write your name, centre number and candidate number in the spaces at the top of this page.

Write your answers in the spaces provided in this booklet. If you run out of space, use the additional pages at the back of the booklet, taking care to number the question(s) correctly.

INFORMATION FOR CANDIDATES

The allocation of marks is given at the end of each question or part-question. The number of marks indicates the length of the response required.

You are advised to spend approximately **55 minutes on Section A**, including 10 minutes to study the print resources, and approximately **35 minutes on Section B**.

You should use relevant subject-specific terminology and relevant theories where appropriate.

Question 2(b) 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.

Question 4(c) provides an opportunity to draw together knowledge and understanding from across the full course of study. You will be rewarded for drawing together knowledge and understanding of different areas of the theoretical framework and media contexts.



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SECTION A: EXPLORING MEDIA LANGUAGE AND REPRESENTATION

Answer **all** parts of Questions **1** and **2**.

Media Language

Question **1** is based on the print advertisement for *This Girl Can* (2015) from the set products. Use Resource A when answering the question.

1. Explore how the print advertisement for *This Girl Can* uses media language to create meanings:

(a) text/written language

[5]

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(b) visual codes (for example: images, lighting, dress)

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Representation

2. (a) Explain how political contexts influence magazines. Refer to *Pride* magazine to support your points. [5]

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Question 2(b) is based on the following:

- Resource B: *Pride* magazine cover from the set products
- Resource C: *Essence* magazine cover (October 2016)

Study Resources B and C carefully and use both magazine covers when answering the question.

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.

(b) Compare the representation of ethnicity in the *Pride* **and** *Essence* front covers. [25]

In your answer, you must consider:

- the choices the producers have made about how to represent ethnicity
- how far the representation of ethnicity is similar in the two magazine covers
- how far the representation of ethnicity is different in the two magazine covers.



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SECTION B: EXPLORING MEDIA INDUSTRIES AND AUDIENCES

Answer **all** parts of Questions **3** and **4**.

Media Industries

3. (a) Name **one** of the companies that produced *Spectre*. [1]

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(b) Briefly explain what a media conglomerate is. [2]

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(c) Briefly explain what convergence is. [2]

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(d) Explain how a film's website can be used to promote the film. Refer to the *Spectre/007* website to support your points. [12]

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Audiences

4. (a) Identify **two** ways in which media producers categorise audiences. [2]

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(b) Briefly explain how *Fortnite* targets audiences. [4]

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In Question 4(c), you will be rewarded for drawing together knowledge and understanding from across your full course of study, including different areas of the theoretical framework and media contexts.

(c) Explain why users visit the *Fortnite* website. Refer to the Uses and Gratifications theory in your answer. [12]

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