Candidate Name	Centre Number					Candidate Number				
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GCSE

MEDIA STUDIES

COMPONENT 1

Exploring the Media

SAMPLE ASSESSMENT MATERIALS

1 hour 30 minutes

ADDITIONAL MATERIALS

You will be provided with an unannotated copy of the set products for this component in the examination for use with section A.

INSTRUCTIONS TO CANDIDATES

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

- Answers to all questions must be written in this answer book.
- Write your name, centre number and candidate number in the spaces at the top of this page.
- At the end of the examination, the answer book must be handed to the invigilator.

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-based resource, 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(d) 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 1950s advertisement for Quality Street *from the set products. Use the advertisement when answering the question.*

1. Explore how the advertisement for *Quality Street* uses the following elements of media language to create meanings:

   (a) images [5]
   (b) language [5]
   (c) layout and design. [5]

Representation

2. (a) Explain how social context influences magazines. Refer to *Pride* magazine to support your points. [5]

Question 2(b) is based on the front cover of Pride *magazine from the set products **and** Resource A, the front cover of* Glamour *magazine provided on page 7. Study Resource A carefully and use **both** front pages when answering the question.*

(b) Compare the representation of women in the *Pride* front cover **and** the *Glamour* front cover. [25]

In your answer, you must consider:

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

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Resource A – front cover of *Glamour* women's magazine, March 2016

To be used with Section A, Question 2(b)



Acknowledgement: The magazine cover was sourced online in October 2016 and is reproduced under the provisions of 'Fair Dealing' UK. 'Fair dealing' of third party materials is used for criticism and review purposes. However if there are omissions or inaccuracies please inform us so that any necessary corrections can be made.

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Section B: Exploring Media Industries and Audiences

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

Media Industries

3. (a) Name the organisation that regulates films in Britain. [1]

(b) 12 and 12A are examples of age certificates used in the UK.
Give **two other** examples of age certificates used in the UK. [2]

(c) Briefly explain the difference between the **12** and **12A** age certificates. [2]

(d) Explain why a film may be given a 12A or 12 certificate. Refer to *Spectre* to support your points. [12]

Audiences

4. (a) Which radio station broadcasts *The Archers*? [1]

(b) Identify **one** audience for *The Archers*. [1]

(c) Explain **two** ways in which *The Archers* is aimed at **the audience you have identified.** [4]

In Question 4(d), 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.

(d) Explain why audiences listen to *The Archers*. Refer to the Uses and Gratifications theory in your response. [12]

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