

GCSE Media Studies

Component 1: Exploring the Media

Name	
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Time allowed
1 hour 30 minutes

Extra materials required
Clean copy of the Set Products for Section A.

Instructions
Answer all of the questions.
Cross out any work you do not wish to be marked.

Information

- The total marks available for this paper is **80**.
- The number of marks available for each question is shown in brackets.
- Please use good English and present your work clearly.
- You are advised to spend about 55 minutes on Section A.
- You are advised to spend about 35 minutes on Section B.
- Question 2b requires an **extended response**. In this answer, you will be assessed on the quality of your written communication, including developing a clear and sustained line of argument which is logical, relevant and coherent.

Question	Mark
1a	
1b	
1c	
2a	
2b	
2c	
3a	
3b	
3c	
3d	
4a	
4b	
4c	
4d	
Total	

Section A: Exploring Media Language and Representation

Answer **all** parts of Questions 1 and 2.
Spend about 55 minutes on this section.

Media Language

1. Explore how the front page of *The Sun* uses these aspects of media language to create meanings:
 - (a) layout and design [5]
 - (b) images [5]
 - (c) language [5]

Representation

2. (a) Explain how historical contexts influence advertisements. Refer to the Quality Street advertisement to support your points. [5]

Question 2b is based on the Quality Street advertisement from the set products and Resource A, an advertisement for Maybelline, found on p. 21.

- (b) Compare the representation of women in the Quality Street advertisement and the Maybelline advertisement. [25]

In your response, you must:

- consider the choices the producers have made about how to represent women
- consider how far the representation of women is similar in the two advertisements
- consider how far the representation of women is different in the two advertisements

Resource A – a contemporary print advertisement for a skin-care product from Maybelline. Maybelline is a large beauty company.

To be used with Section A Question 2b.



Bye-bye pores!
One swipe away from poreless baby-smooth skin...guaranteed.

new
BABY SKIN
Pore Eraser

use alone
or
use under
make-up

MAYBELLINE
BABY SKIN
Pore Eraser
PORELESS SMOOTH SKIN
LIFT WEIGHT
AND BREATHEASY

BABY SKIN® INSTANT PORE ERASER® © L'Oréal, 2014

Section B: Exploring Media Industries and Audiences

Answer *all* parts of Questions 3 and 4.

Media Industries

3. (a) Explain the meaning of the term franchise. [1]
- (b) 'Pokémon Go' is part of the Pokémon franchise. Give two examples of other products within the Pokémon franchise. [2]
- (c) Briefly explain how 'Pokémon Go' makes money. [2]
- (d) Explain why the 'Pokémon Go' video game was considered ground-breaking on its release. [12]

Audiences

4. (a) Where is *The Archers* set? [1]
- (b) Identify one way in which this setting might appeal to audiences. [1]
- (c) Explain two ways in which the narrative structure of *The Archers* might engage audiences. [4]
- (d) Explain how *The Archers* reflects social contexts to help it appeal to audiences. [12]

GCSE Media Studies

Component 2: Understanding Media Forms and Products

Name	
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Time allowed

1 hour 30 minutes

Extra materials required

Audio-visual resource for use with Section A:

Luther: 00:00–03:19

or

The IT Crowd: 00:30–03:23

Instructions

- Answer all the questions in Section A on the television genre you have studied
- Answer all the questions in Section B on the music topic you have studied
- Cross out any work you do not wish to be marked

Information

- The total mark for this paper is **60**
- The marks for each question are shown in brackets
- Please use good English and present your work clearly
- You are advised to spend about 50 minutes on Section A, including viewing time
- You are advised to spend about 40 minutes on Section B
- Question 3 requires an **extended response**. In this answer, you will be assessed on the quality of your written communication, including developing a clear and sustained line of argument which is logical, relevant and coherent.

Question	Mark
1a	
1b	
2	
3	
4	
Total	

Section A: Television: Crime Drama OR Sitcom

Answer **all** questions in both sections.

Watch the extract from either *Luther* (crime drama) or *The IT Crowd* (sitcom).

You have 2 minutes to read the questions in Section A

The extract will be screened twice

During the first viewing: watch the extract and make notes

You will have 6 minutes to make further notes

During the second viewing: watch the extract and make notes

There will be approximately 1 hour and 15 minutes left for you to complete both Sections A and B

After watching the extract, use the notes you have made to help you answer questions 1 and 2.

Media Language

1. (a) How are enigmas constructed in this extract? Explore **two** examples of enigma. [8]
- (b) How far are the enigmas in the extract typical of the genre? Explore two aspects of enigma. [12]

Industries

2. How far does the broadcasting context influence the content and success of either crime dramas or sitcoms? Refer to examples you have studied in your answer. [10]

Section B: Music

Media Language

Use the two music videos you have studied from the list below in your response to Question 3.

'Freedom', Pharrell Williams (2015) **or** 'Uptown Funk', Bruno Mars (2014)

and

'Rio', Duran Duran **or** 'Black or White', Michael Jackson

3. 'Even though society and culture have changed over time, music videos still use the same codes and conventions.'

How far is this true of the two music videos you have studied?

[20]

In your answer, you should:

- explore media language and generic conventions in the two music videos you have studied
- make reference to appropriate media contexts, for example social or cultural
- consider how far you agree or disagree with the statement

Audiences

4. Explain why online, social and participatory media are important to fans of music artists.

Refer to the online presence of Pharrell Williams OR Bruno Mars in your answer.

[10]

