



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

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Forename(s)

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Candidate signature

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I declare this is my own work.

GCSE MEDIA STUDIES

Paper 1 Media One

Tuesday 16 May 2023

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 | |



J U N 2 3 8 5 7 2 1 0 1

IB/G/Jun23/E6

8572/1

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

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

Billy Porter Instagram post



48 w

46 w **Reply**47 w **Reply**

One last thing, I love your fashion sense.

Post

For Question 01 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 statements below is correct about **Figure 1**?

Shade **one** circle only.

[1 mark]

A The image connotes Billy's creativity.

☐

B The image connotes that Billy is sitting on a bench.

☐

C The image denotes that Billy loves nature.

☐

D The image denotes that fashion is important to everyone.

☐

1

Turn over for the next question

Turn over ►



[12 marks]

[illegible]

12



Turn over for the next question

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outside the
box*

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ANSWER IN THE SPACES PROVIDED**

Turn over ►



Figure 2

Screen grab from *Lara Croft Go* (Close Study Product)

**Figure 3**

Screen grab from *Lara Croft Go* (Close Study Product)



Analyse *Lara Croft Go* to show how the genre conventions of an action-adventure game are used.

[8 marks]

[illegible]

8

Turn over for the next question

Turn over ►



[6 marks]

[illegible]

6



0 5 . 1

Give an example of one interior location **and** one exterior location from the NHS Blood and Transplant campaign video *Represent* (Close Study Product).

[2 marks]

Interior _____

Exterior _____

0 5 . 2

How are enigma codes used to develop narrative?

Answer with reference to the NHS Blood and Transplant campaign video *Represent* (Close Study Product).

[6 marks]

Question 5 continues on the next page

Turn over ►



Explain how advertisements use social and cultural contexts to target under-represented or misrepresented social groups.

Answer with reference to the NHS Blood and Transplant campaign video *Represent* (Close Study Product).

[12 marks]

[illegible]

20



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.

0 6

Give **two** examples of how music videos reach global audiences.

[2 marks]

Example 1 _____

Example 2 _____

2**0 7**

Explain how radio stations target audiences.

Answer with reference to *Kiss Breakfast* on KISS Radio (Close Study Product).

[6 marks]

6**Turn over ►**

[9 marks]

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

9



'In 1967, the BBC dominated UK radio. Since then the rise of commercial ownership has given audiences more choice and a better listening experience.'

Answer with reference to:

- [20 marks]**

[illegible]

[illegible]

20



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2 0



2 3 6 G 8 5 7 2 / 1

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