

Please write clearly in	n block capitals.
Centre number	Candidate number
Surname	·
Forename(s)	
Candidate signature	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		
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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

Billy Porter Instagram post



theebillyporter Just hanging out, reading my memoir #Unprotected (out Oct 19), and listening to my new single "Children" (out Oct 15) Click the link in my bio for more info on all

cathyperez8610 Good morning I would love to read a book telling your life story is there one

46 w Reply

natalie.bourbon Well I am that old to see a classic 80s boom box.

47 w Reply

sglewis09 I will be ordering this today.I just wanted to thank you for taking part in "Pose". Growing up in Eastern NC, I did not know about this important history. Thanks for helping to spread the word.

One last thing, I love your fashion sense.

 \odot

Add a comment...

Post



For Question 01 completely fill in the circle alongside the appropriate answer. CORRECT METHOD WRONG METHODS WRONG METHODS			
If you want to change your answer you must cross out your original answer as shown.			
If you w as show	rish to return to an answer previously crossed out, ring the answer you now vn.	wish to select	
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.		
	Turn over for the next question		

0 2	Billy Porter is an American actor, singer and author.	
	Analyse Billy Porter's Instagram post (Figure 1) to explain how it represent	
		[12 marks]
		_



12

Turn over for the next question DO NOT WRITE ON THIS PAGE ANSWER IN THE SPACES PROVIDED

Turn over ▶

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Figure 2
Screen grab from Lara Croft Go (Close Study Product)

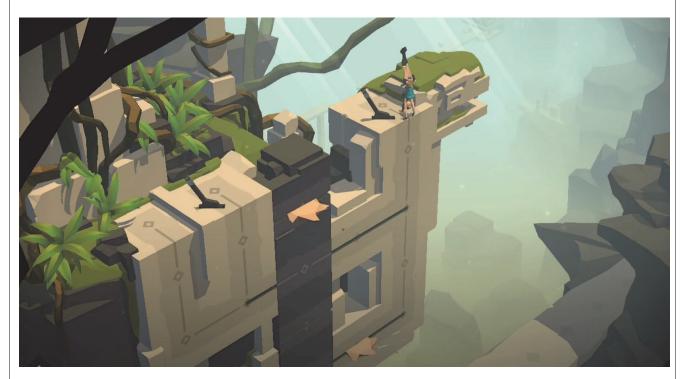
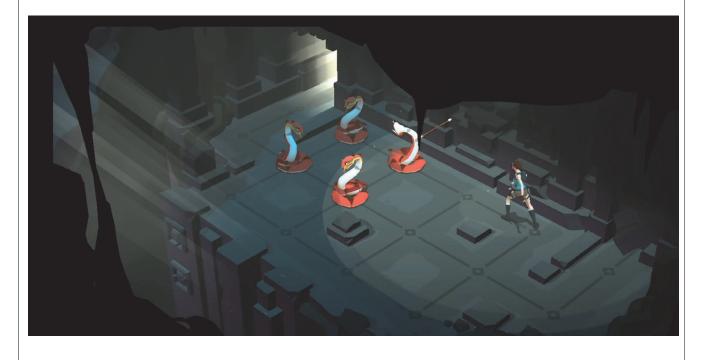


Figure 3
Screen grab from Lara Croft Go (Close Study Product)





Answer with reference to Figure 2 and Figure 3 .	[8 mar
	Įo man

Turn over for the next question

Turn over ▶

Analyse how Marcus Rashford's online presence has been constructed t positive representation of the footballer.	[6 mark
	• • • • • • • • • • • • • • • • • • • •



0 5.1	Give an example of one interior location and one exterior location from the NHS Blood and Transplant campaign video <i>Represent</i> (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 <i>Represent</i>
	(Close Study Product). [6 marks]
	Question 5 continues on the next page
	aussion o commuso on the next page





0 5 . 3	Explain how advertisements use social and cultural contexts to target under-represented or misrepresented social groups.	bo
	Answer with reference to the NHS Blood and Transplant campaign video <i>Represent</i> (Close Study Product).	
	[12 marks	s]
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Do not write outside the box

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.	marks]
	Example 1	
	Example 2	
0 7	Explain how radio stations target audiences.	
	Answer with reference to <i>Kiss Breakfast</i> on KISS Radio (Close Study Product) [6	marks]



How do music videos influence an audience's sense of identity?	
Answer with reference to Blackpink's <i>How You Like That</i> music video (C Product).	
	[9 marks



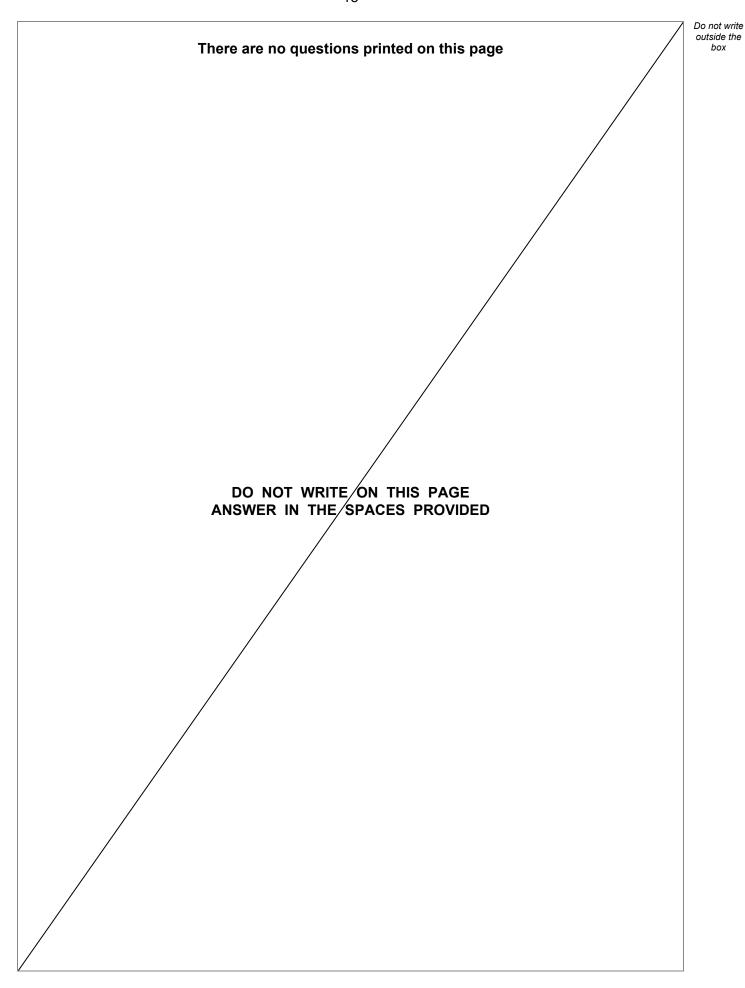
0 9	'In 1967, the BBC dominated UK radio. Since then the rise of commercial ownership has given audiences more choice and a better listening experience.'
	How far do you agree with this statement?
	Answer with reference to:
	 large organisations such as the BBC and BMG (Bauer Media Group) historical contexts of the media Radio 1 Launch Day and Kiss Breakfast on KISS Radio (Close Study Products). [20 marks]
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END OF QUESTIONS	



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Question number	Additional page, if required. Write the question numbers in the left-hand margin.



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Question number	Additional page, if required. Write the question numbers in the left-hand margin.



20 There are no questions printed on this page DO NOT WRITE ON THIS PAGE ANSWER IN THE SPACES PROVIDED

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