

Please write clearly ir	ו 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

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.

IB/G/Jun21/E8



For Examiner's Use			
Question	Mark		
1			
2			
3			
4			
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

Cif print advertisement





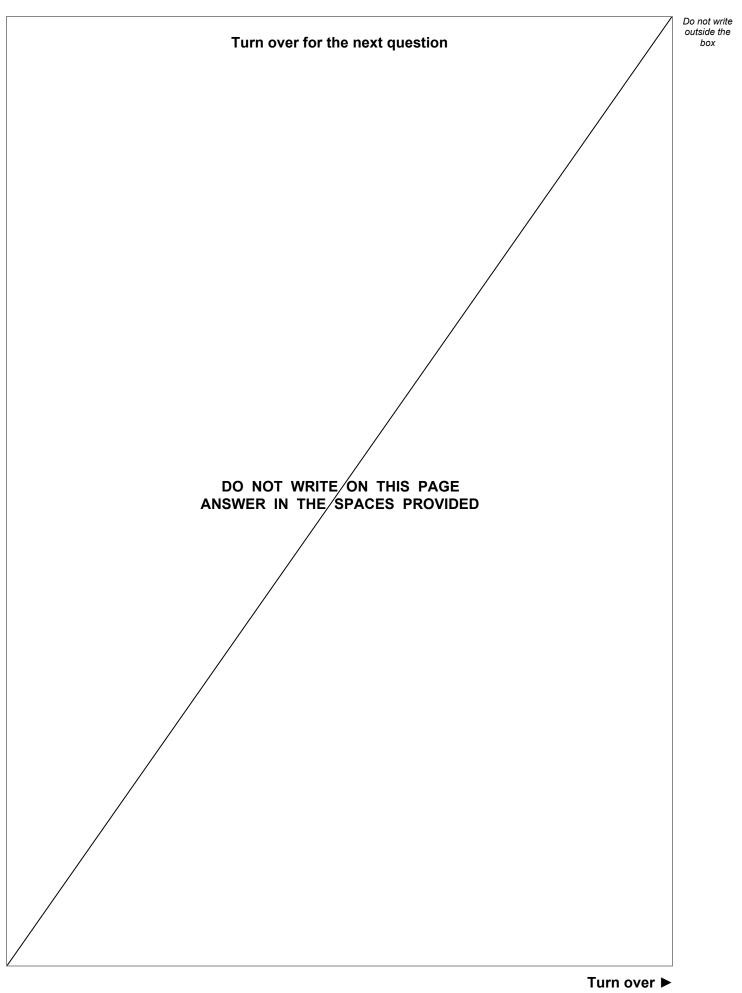
Do not write outside the

			Do not write outside the box
Only one	answer per question is allowed.		
For each	question completely fill in the circle alongside the approp	riate answer.	
CORRECT M	ETHOD WRONG METHODS 🕱 💿 📾 ⊄		
If you wa	nt to change your answer you must cross out your origina	l answer as shown. 🔀	
If you wis as shown	sh to return to an answer previously crossed out, ring the an.	answer you now wish to select	
0 1	Which of the statements below is correct about Figure	ə 1?	
	Shade one circle only.	[1 mark]	
	A The image of the man connotes a man.	0	
	B The image of the man denotes happiness.	0	
	C The image of the tap connotes a tap.	0	
	D The image of the tap denotes a tap.	0	1
	Turn over for the next question		

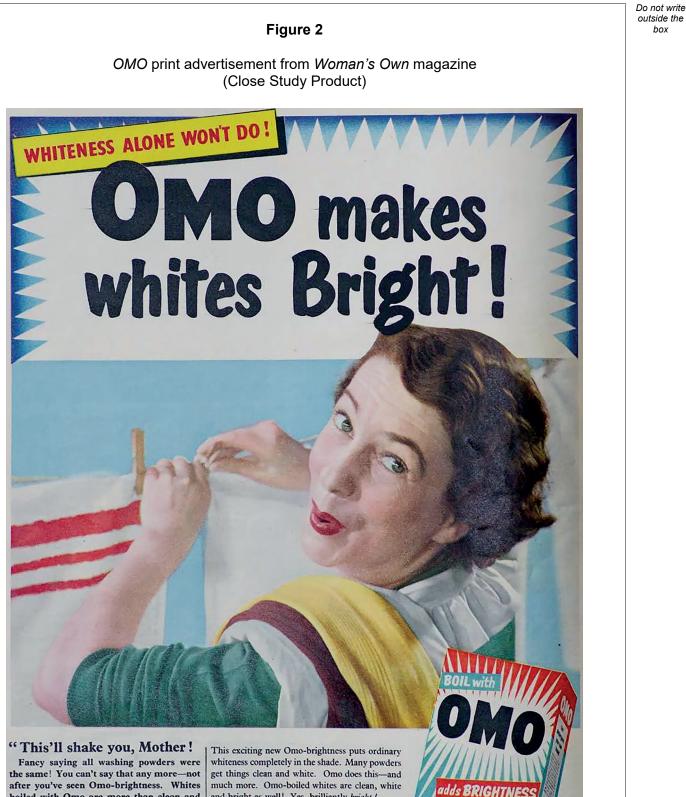


02	Analyse the <i>Cif</i> advertisement (Figure 1) to show how codes are used to communicate meaning.	[8 marks]	Do not write outside the box
			8









boiled with Omo are more than clean and white. They're bright. Actually bright !" Yes, she's right about Omo. This wonderful new detergent really does add brightness to whiteness. | and you'll be an Omo fan, too!

and bright as well! Yes, brilliantly bright ! Today millions of women insist on this extra

Omo-brightness, every washday. One packet-

OMO adds Brightness to whiteness



to WHITENESS

together to reinforce the advertiser's key messages. [12 mark	(s]
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Answ adver	ver with reference to the <i>Cif</i> advertisement (Figure 1) and the <i>OMO</i> rtisement (Figure 2).	
		[6 marks]



0 5.1	State two conventions of newspaper front page layout. [2 marks]	Do not write outside the box
	Convention 1	
	Convention 2	
	Question 5 continues on the next page	
	Turn over ▶	•







Do not write outside the

		Do not write outside the
0 5.2	How is the front page of the Daily Mirror (Figure 3) designed to appeal to its	box
	target audience?	
	[6 marks]	
	Question 5 continues on the next page	
	Turn over ►	





Calls for criminal inquiry as top ministers deny security leak secretary, told the Commons in reply to an urgent question: "We cannot exclude the possibility of a criminal investigation."

is Elliott Political Editor

Jeremy Hunt led a chorus of denials from senior ministers last night that they were responsible for the first known leak from Britain's top national recently holds.

Theresa May came under pressure to allow a police inquiry into the disclo-sure of secret talks from the National

Security Council (NSC) about the Chinese telecome company Hunwei. Mr Hunt, the foreign secretary, and Liam Fox, the trade sec-that neither was guilty. Mr May refused to confirm that a from other ministers to distance themsekes from the leak. Gavin Williamson, the defence secretary, and Sajid Javid, the home

He added: "Officials, including the security and intelligence agencies, need to feel that they can give advice to ministers which ministers will treat seriously and keep private. "If they do not feel that, they will not

Fee-paying schools 'save the taxpayer £20 billion'

Independent heads hit back against VAT threat

Nicola Woolcock Education Correspondent

Private schools are saving taxpayers billions of pounds a year, their head teachers have said in a forceful defence of the sector. The beads used their annual report yesterday to assert the financial ben-fits of fee-charging schools and the good thy are doing for society. The schools save the taxpayer more than £20 billion a year by educating pupils who would otherwise need state places and by providing employment, community facilities and tax contribu-tions, an analysis for the Indevendent tions, an analysis for the Independent Schools Council (ISC) has found.

Schools Council (ISC) has found. Private schools have come under pressure from both main partics, with questions raised over their social contribution and whether they should continue to enjoy charitable status. Labour has vowed to add VAT to pri-vate achool fees to pay for free school meals for statue primary pupils. Theresa May also threatened to change their charitable status in the last Tory manifesto, albuogh this idea has since been abandoned. Oxford Economics found that private

been abandoned. Oxford Economics found that private schools saved the taxpayer 135 billion last year because children were not taking upstate school places. In addition they and their suppliers paid 541 billion intax. Their gross domestic product, the value of the work they supported across the economy through their spending, was £137 billion. They also supported

302,000 jobs, more than the city of Liv-erpool, the analysis claimed. However, the report also revealed that fees were up by 37 per cent com-pared with last year, the biggest rise in five years. Experts said that private schools were losing middle class good-will and should substantially cut fees. Families using private schools pay an average ELX293 a child, and boarding fees in London have reached E40000 on average, Fees shouldbecu by 30 per cent over the next ten years, according to Ralph Lucas, editori-richief of The Good Schools Guide. This would cancel out the impact of patting VAT on school fees, which Labour proposes. "Many traditional backers of private education find themselves to bing priced

"Many traditional backers of private education find themselves being priced out of the market and as a result strug-gle to raise a spirited defence of schools from which they and their middle-class supporters no longer benefit, "he said. The ISC said that families received more than EJ billion of help with fees. Of the 1864 million provided by schools themselves, only 1422 million went on means-tested bursaries and scholarships, although this was E24 mil-lion more than in 2017. Barnaby Lenon, chairman of the ISC.

lion more than in 2017. Barnaby Lenon, chairman of the ISC, said: "It is hugely encouraging to see an increase once again in means-tested burnary provision for lower-income families. We have seen schools embark upon ambtitous fundraising campaigns to support this important work." Critics asid that change was too Continued on page 6, col 1



rance poppy to mark ed at the service by New Zealand. Page 11

give us that advice and government will be worse as a result. That is why this is serious and that is why the government intends to treat it seriously. Sir Michael Fallon, the former defence secretary, unged Downing Street to call in the police. "That would involve a proper Scotland Yard investi-gation of all those who attended the Continued on page 2, col 3

Sleep well things really will be better by morning

Tom Whipple Science Edito

Tom Whipple Science Editor Sleeping on a problem really does make it better, especially when that problem is your rendition of Total Edipse of the Hart during a karaoke session. Scientists have found that a good night's sleep helps us to rationalise embarrassing experiences. However, for people who suffer from insomnia, there is no such effect, creating avicious circle that may reinforce sleeplesmest. "Insomnia is not only a disorder of sleep, but also of feeling tense all day." Eus van Someren, from the Nethe-lands Institute for Neuroscience, said. We reasoned what if this is where it tatats, not in a failing sleep regulation; but on the regulatio

In the find experiment, involving 64 people, they saked them to fill out aur-vey that assessed their shame, then re-peated the phyback and the survey after they had slept. People who had slept well fiels better about their singing, while those with insomnia did not. In the second experiment, involving 57 people, they scanned each subject's brains when listening to their solo, and when asking them to recall something shamefulthy did in the past. Although sleepers and non-sleepers had similar brain activity when recalling the sing-ing, when recalling a past shame, those who slept well responded differently, implying that the effect had softened. Professor Van Someter angued this also gave a clue as to the cause of in-somnia itself. This cay to tomorrow, meaningtension increases all the time."



Do not write outside the box

0 5.3	How have social and cultural contexts of the media influenced reporting about the royal family in the <i>Daily Mirror</i> and <i>The Times</i> ? Answer with reference to the front pages and inside pages of the <i>Daily Mirror</i> and	Do not write outside the box
	The Times (Close Study Products). [12 marks]	
		20



	Section B – Media Audiences and Media Industries	Do not write outside the box
	Answer all questions in the spaces provided.	
	You are advised to spend around 30 minutes on this section.	_
06	 Which UK media regulator is responsible for: a) the age classification of films and other video material? b) protecting the public from harmful material on radio and television whilst also ensuring freedom of expression? 	
	a)	
	b)	
		2
0 7	How are young audiences positioned by music radio stations?	
	Answer with reference to <i>Radio 1 Launch Day</i> , <i>Tony Blackburn Breakfast Show</i> (Close Study Product). [6 marks]	
		6

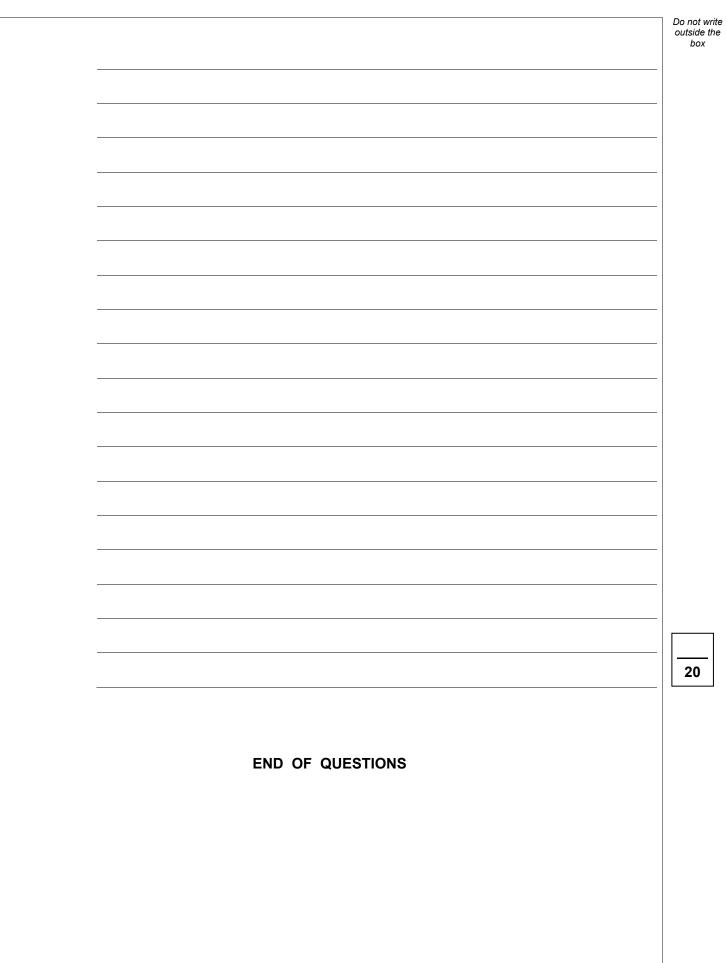


08	Explain how radio stations use online technologies to meet the needs of their audiences.	Do not write outside the box
	Answer with reference to <i>Julie Adenuga Beats 1 Radio</i> (Close Study Product). [9 marks]	
		9
	Turn over for the next question	
	Turn over ►	

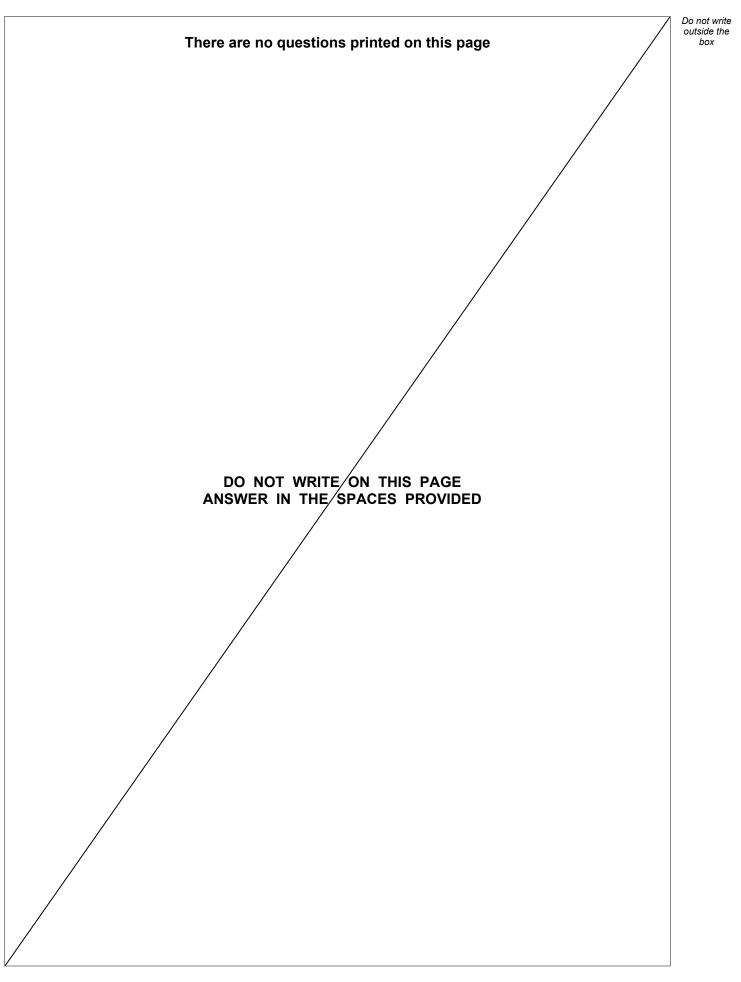


09	'Films need large production and marketing budgets to be successful.'		Do not writ outside the box
	How far do you agree with this statement?		
	Answer with reference to:		
	 film production, marketing and distribution historical and cultural contexts of the media Close Study Products: <i>I, Daniel Blake</i> and <i>Doctor Strange</i>. 	100	
		[20 marks]	











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



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