

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

Friday 5 June 2020

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			

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

River Island Instagram Post

This item cannot be reproduced here due to third-party copyright restrictions.



nly one a	nswer per o	question is allowed.	
or each q	uestion com	pletely fill in the circle	e alongside the appropriate answer.
RRECT METH	HOD	WRONG METHODS	
you want	to change	your answer you mus	et cross out your original answer as shown.
you wish s shown.		an answer previously	y crossed out, ring the answer you now wish to select
1	Which of t		demonstrate the indirect mode of address in
	Shade on	e lozenge only.	[1 mark]
	A Emojis		0
	B Model's	s direction of gaze	0
	C River Is	sland logo	0
	D White I	oackground	0
		Turn over f	for the next question



0 2	Analyse the River Island Instagram post (Figure 1) to explain how it repr	esents:
	ability and disability	
	the River Island brand.	[12 marks]



12

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

Turn over ▶

Do not write outside the



Figure 2 and **Figure 3** show stills from the NHS Blood and Transplant online campaign video *Represent* (Close Study Product).

Figure 2



Figure 3





Analyse the stills in Figure 2 and Figure 3 to show how the chosen locations reinforce the message of the <i>Represent</i> advertisement (Close Study Product). [8 mail	rks
Turn over for the next question	



0 4	How are codes and conventions used in the <i>Represent</i> video (Close Study Proto appeal to its Black, Asian and Minority Ethnic audience?		
	to appear to its Black, Asian and Minority Ethnic audience?	[6 marks]	



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



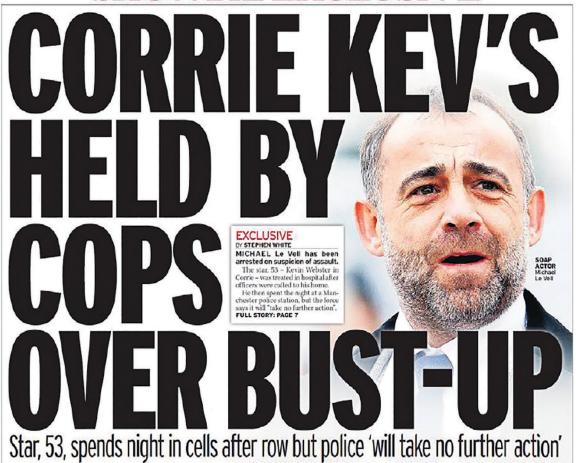
Figure 4

The *Daily Mirror* front page, Saturday 5 May 2018 (Close Study Product)





SHOWBIZ EXCLUSIVE





0 5.1	Identify two newspaper front page conventions.	
	For each convention give an example from the <i>Daily Mirror</i> (Figure 4).	[2 marks]
	Convention 1	
	Convention 2	

Question 5 continues on the next page



Figure 5

The Times front page, Saturday 5 May 2018 (Close Study Product)



MPs call for inquest as Corbyn fails election test

Labour must 'look at itself' after council setback

Francis Elliott Political Editor Sam Coates, Lucy Fisher

Francis Elliott Political Editor
Sam Coates, Lucy Fisher
Jeremy Corbyn was criticised by
MPs and defoated candidates yesterday
for not dealing with antisemitism as
his party failed to secure predicted
victories in the local elections.
Labour did not win any London
councils from the Tories and suffered
reverses in former strongholds that
voted to leave the EUL in a disappointing,
performance castigated by one frontbencher as "amateur hour."
The Conservatives were the main
beneficiaries from the almost total
coilapse of Ukin enabling Theresa May
to confound predictions of heavy losses.
With all but one set of results declared,
Labour was showing anet gain of 57 and
the Tories a net loss of 28 the Liberal
Democrats were up 75.
Boris Johnson setzed on the outcome
as evidence that Tory supporters
superted and wanted Brezit, saying
thas Mr Corbyn had been purished for
his continulment to remain an acustoms
union with the EU.
Several Labour figures, however,
blamed Mr Corbyn's inaction over
antisentitism for his failure to win key
councils such as Westminster, Wandsworth and Barnet, Labour's top target.
Barry Rawlings, Barnet's Labour
leader, said that too many members of
the Jewish community felt that Labour
leader, said that too many members of
the Jewish community felt that Labour
leader, said that too many members of
the Jewish community felt that Labour

a national level." Adam Langleben, a defeated Labour candidate, called on Mr Corbyn to visit the borough and apologies to its Jewish community.

Jess Phillips, the Labour MP for Birmingham Yardley, said: "The anti-semitism problem has been a problem for Labour! in big metropolitan areas like London and Birmingham. The Labour Party has to look at the results, have a really honest strategy about it to improve it, a real hard honest look at itself."

One Labour frontbencher blamed the "inexperience and hubris" of Mr

One Labour trontbencher blamed the 'inexperience and hubris' of Mr Corbyn's feam for building up unnesitatic expectations, including that the party might sweep London. Overall gains would now be presented as a sethack, the source said, deserbing the approach as a 'schoolboy error'. Another member of Mr Corbyn's frontbench team told 'The Times' At this stage of the parliament, in the aftermath of the home secretary's resignation and all the rest, the opposition should be doing much, much better." He added: 'Our campagin was woeful but we've maxed out London. The problem is that we are not winning

woen but weve maked out London.
The problem is that we are not winning
provincial England. There was no
stratety. Allowing the expectations to
get out of kilter was amateur hour."
The Tories themselves lost control of
Significant councils such as Richmond.





I've put on a stone in weight! Caitlin Moran Time to fire up the grill Bank holiday barbecue



Britain's most wanted dad Fame, fans, four daughters







0 5.2	How are genre features of newspapers used to appeal to their target audie	ences?
	Answer with reference to the front page of <i>The Times</i> (Figure 5).	[6 marks]
	Question 5 continues on the next page	



0 5 . 3	Explain how the political context in which newspapers are produced influences their reporting of local elections.
	Answer with reference to the double page spreads inside the <i>Daily Mirror</i> and <i>The Times</i> (Close Study Products).
	[12 marks]



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 the audience categories used by media industries.	[2 marks]
	1	
	2	

Turn over for the next question

0 7.1	Give three methods of marketing blockbuster films. [3 marks]	
	Method 1	
	Method 2	
	Method 3	
0 7.2	Explain how one of the marketing methods given in Question 7.1 was used to market the film <i>Doctor Strange</i> (Close Study Product). [6 marks]	
	Explanation	



0 8	Explain how the public funding of radio handita listance		Do not write outside the box
0 0	Explain how the public funding of radio benefits listeners.	[6 marks]	DOX
			6

Turn over for the next question

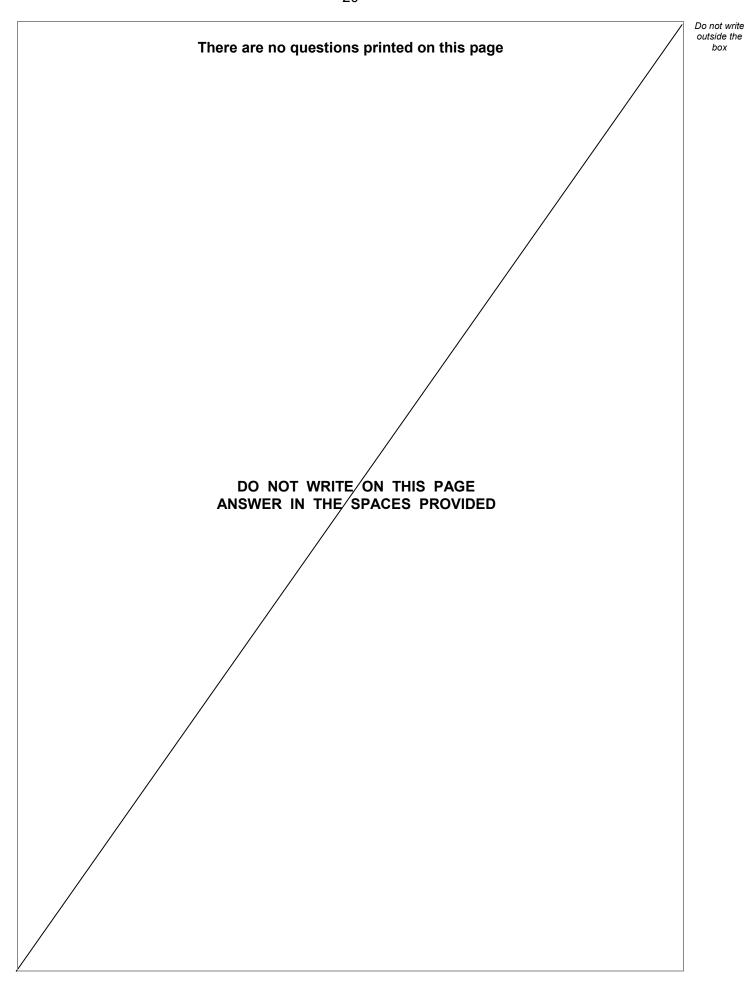


0 9	'The relationship between radio presenter and audience is much more important to the industry than any developments in technology.'
	How far do you agree with this statement?
	Answer with reference to:
	 the connection between the radio presenters and radio listeners the development of media technologies Close Study Products: Radio 1 Launch Day and Julie Adenuga Beats 1 Radio. [20 marks]



	Do not write outside the box
	20
END OF QUESTIONS	







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



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



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



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

Copyright information

For confidentiality purposes, all acknowledgements of third-party copyright material are published in a separate booklet. This booklet is published after each live examination series and is available for free download from www.aqa.org.uk.

Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright-holders may have been unsuccessful and AQA will be happy to rectify any omissions of acknowledgements. If you have any queries please contact the Copyright Team.

Copyright © 2020 AQA and its licensors. All rights reserved.





IB/G/Jun20/8572/1

Do not write outside the