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| Please write clearly in block capitals. |                                |   |
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## GCSE MEDIA STUDIES

Paper 2 Media Two

Wednesday 24 May 2023

Afternoon

Time allowed: 1 hour 30 minutes

#### Materials

You will need no other materials.

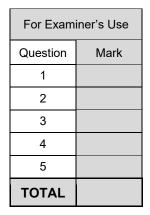
#### Instructions

- 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.
- Questions **02**, **04** and **05** require 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.
- Question **05** is a synoptic question in which you should draw together knowledge and understanding from across your full course of study.





|              | Section A – Television   | Do not write<br>outside the<br>box |
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|              | Answer <b>all</b> questions in the spaces provided.  |                                    |
|              | You will have two minutes to read through the questions in <b>Section A</b> .<br>The extract will then be shown twice.   |                                    |
|              | First viewing: watch the extract and make notes.<br>You will then have five minutes to add to your notes.<br>Second viewing: watch the extract and make further notes. |                                    |
|              | There is space for you to write notes on page 3 of this answer book.<br>These notes will not be marked.  |                                    |
| You may star | t writing your answers on the exam paper as soon as the second viewing has finished.   |                                    |
| You          | are advised to spend around 38 minutes answering questions on this section.  |                                    |
| 0 1          | The extract from 'The City of Magpies' includes examples of CGI.   |                                    |
| 01.1         | Briefly define the term 'CGI'. [1 mark]  |                                    |
| 0 1.2        | Give <b>one</b> example of CGI in the extract. [1 mark]  |                                    |
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You may make notes on page 3. These notes will not be marked.

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| • The City of Magpies' is aimed at a niche audience of Science Fiction/Science Fantas genre fans.         How far does an analysis of the extract show this to be true?         [12 marks |
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| How far does an analysis of the extract show this to be true?       [12 marks   |
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| 02 | 'Social and cultural contexts always influence the representation of gender in television drama.'   | outside the<br>box |
|    | How far do you agree with this statement?   |                    |
|    | <ul> <li>Answer with reference to:</li> <li>Dr Who, 'An Unearthly Child' (1963) and His Dark Materials, 'The City of Magpies' (2020) (Close Study Products).</li> <li>[20 marks]</li> </ul> |                    |
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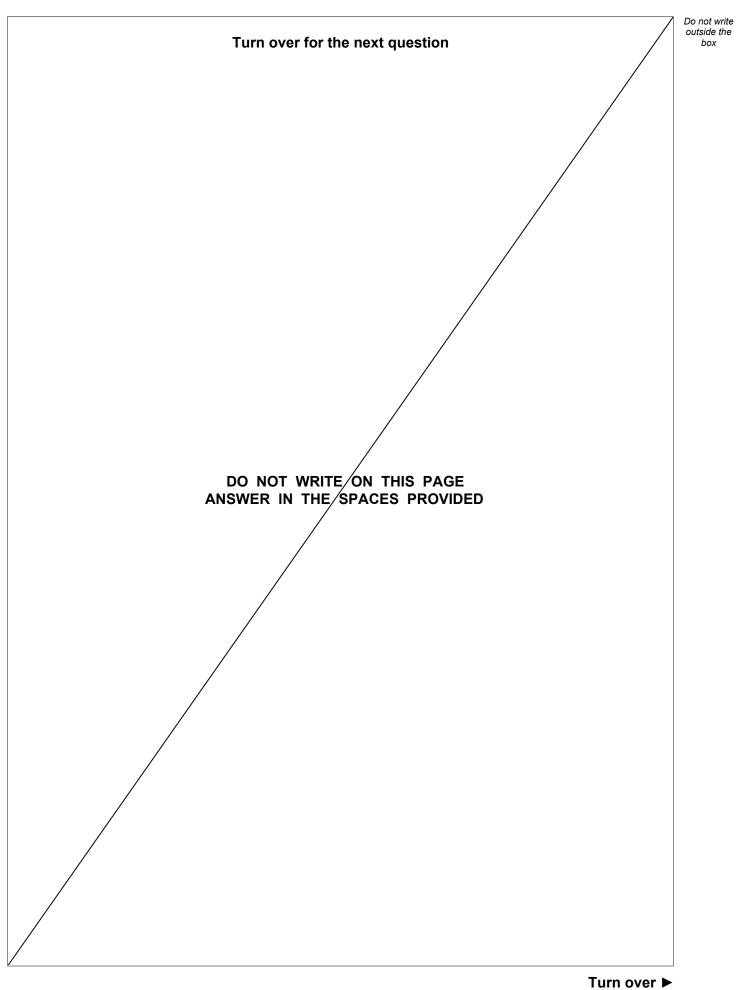


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|    | Section B – Newspapers  | Do not write<br>outside the<br>box |
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|    | Answer <b>all</b> questions in the spaces provided.   |                                    |
|    | You are advised to spend around 40 minutes answering questions on this section.                 |                                    |
| 03 | Give <b>two</b> different examples of audience categories that newspapers may use.<br>[2 marks] |                                    |
|    | Example 1   |                                    |
|    | Example 2   |                                    |
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#### Figure 1

Amazon shop story in the Daily Mirror, Friday 5 March 2021 (Close Study Product)



AMAZON'S new hi-tech, till-free supermarkets could cause "consid-erable" job losses if rivals copy the

erable" job losses if rivals copy the idea, warns a financial analyst. The online giant's first Amazon Fresh store outside the US opened yesterday in Ealing. West London. Customers scan a quick response code as they enter the shop then put items in their bag. A network of cameras and sensors detect what they have picked. Shoppers simply walk out with their purchases which are then charged to their account. Amazons Matt Birch said it offered a "super fast, friction-free way to shop". Rival supermarkets will watch it closely.

till-less stores. Clive Black, an analyst at Shore Capital, warned it would have a huge impact on jobs if others follow suit. He said: "This is a cashless and cardless operation so think of all the people that affects, not just in stores but

in banks too.

In banks too. "It is absolutely going to lead to a considerable reduction in roles for people at head office and in branches." Mr Black predicted that rather than open hundreds of new Amazon Fresh

stores, the huge company may snap up an existing supermarket chain instead.

" **Cashless &** cardless, think of all those it will affect CLIVE BLACK WARNS OF IMPACT ON JOBS

Last year Amazon, which already owns the small whole Food Markets chain, saw its UK sales surge 51% to £19.4billion. It came as experts at campaigners TaxWatch predicted a measure in the Budget could wipe out Amazon's UK corporation tax bill. Chancellor Rishi Sunak increased the tax to 25% from 2023 but included a "super deduction" for companies when they invest. Firms can offset the tax break against

profits. Amazon has argued that heavy

Last year Amazon, which

decades ago is one reason it had paid so little corporation tax.

TaxWatch executive director George Turner said: "It is highly questionable whether a tax cut for Amazon today is the best use of public money."

the best use of public money. Amazon has not said how many jobs the new stores venture will create in the UK. But it has previously spoken about the large numbers of workers it had taken on in its fulfilment centres, research and development. The company said it has also launched Bu Amagen propose the underder of an

a By Amazon range of hundreds of own-brand products for the stores.

graham.hiscott@mirror.co.uk @Grahamhiscott

VOICE OF THE MIRROR: PAGE 8



#### Figure 2

Amazon shop story in The Times, Friday 5 March 2021 (Close Study Product)

Friday March 5 2021 | THE TIM

### News My takeaway from Amazon's till-free shop? It's a new era

<text><text><text>



Customers Including Patrick Kidd, left, emb retail experience at Amazon's newly opened

man would like his usual" with a gesture at a pile of freshly baked cheese scones. The technology was developed by Amazon to reduce the time people spend in queues. Their first cashier-free shop, Amazon Go, was opened in Seat-tle in 2018 and there are now 28 in the

US Amazon Fresh, its UK arm, opened its first in Ealing Broadway yesterday. Some are concerned about being watched. "It offers a dystopian, total-surveillance experience," Silkie Carlo, from Big Brother Watch, said. "Custom-ers deserve to know how and by whom

nbracing the "seamless and magic" ned Fresh shop in Ealing, west London

these analytics could be used." A maxon says it does not use facial recognition software and information about shop-put the shop in the solution of the advisted with the raby to buy a coffee and a croissant, admitted unease. "I theid to forget about the cameras and not feel paranoid," she said. However, the fet that with a large premarking the fet that with a large premarking the fet that with a large premarking. "I have the shop in the shop the solution with the shop to buy the solution the solution of the solution of the solution of the solution of the solution minutes withing outside to receive his receipt by email to check the reckoning. "I want to be sure that they removed that 230 shows the shop at 10.35 and 57 seconds), it took unit 10.34 and 57 seconds been taken for the second and 57 seconds been taken for the second and the second and 57 seconds been taken for the second and the second and 50 seconds phockst it down be second to the second and the second phockst it down be second to the second and the final reckoning. We then the final reckoning units and the second and

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'Newspapers don't tell readers what to think. Readers make up their own minds about what newspaper stories mean to them.'

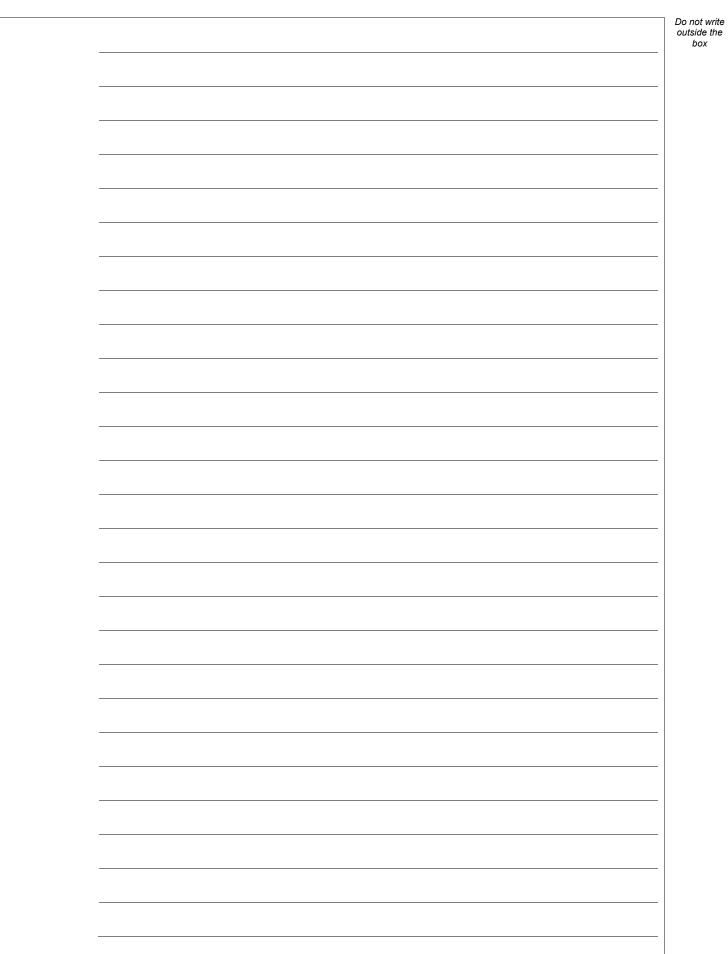
How far does an analysis of the two newspaper items (Figure 1 and Figure 2) support this point of view?

Answer with reference to:

- passive and active audiences
- codes and conventions of newspapers.

[20 marks]





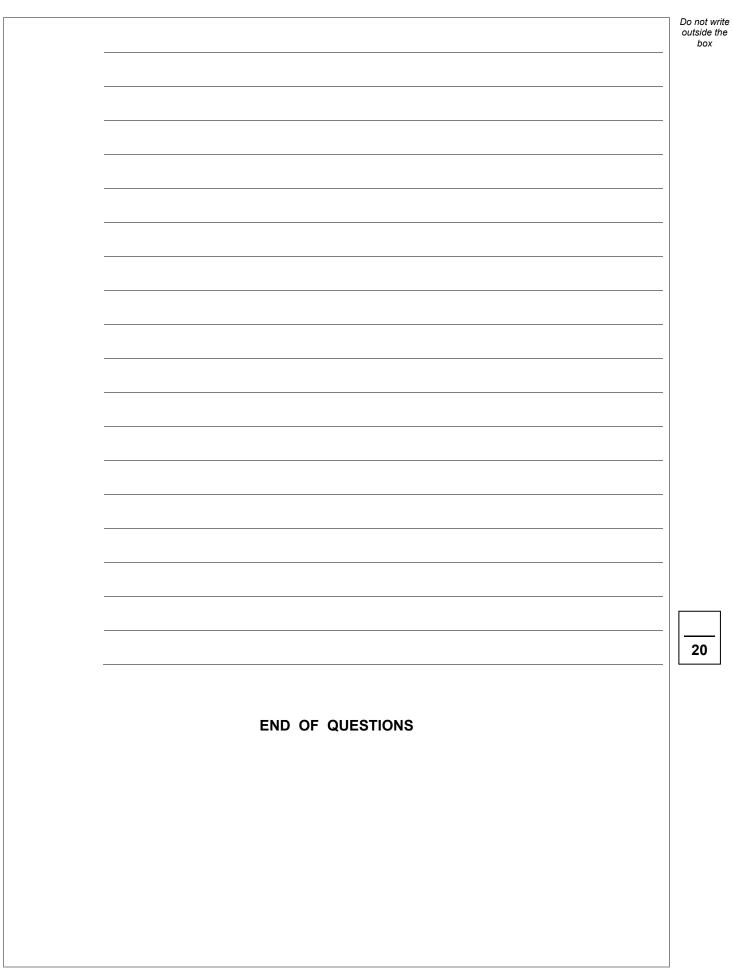


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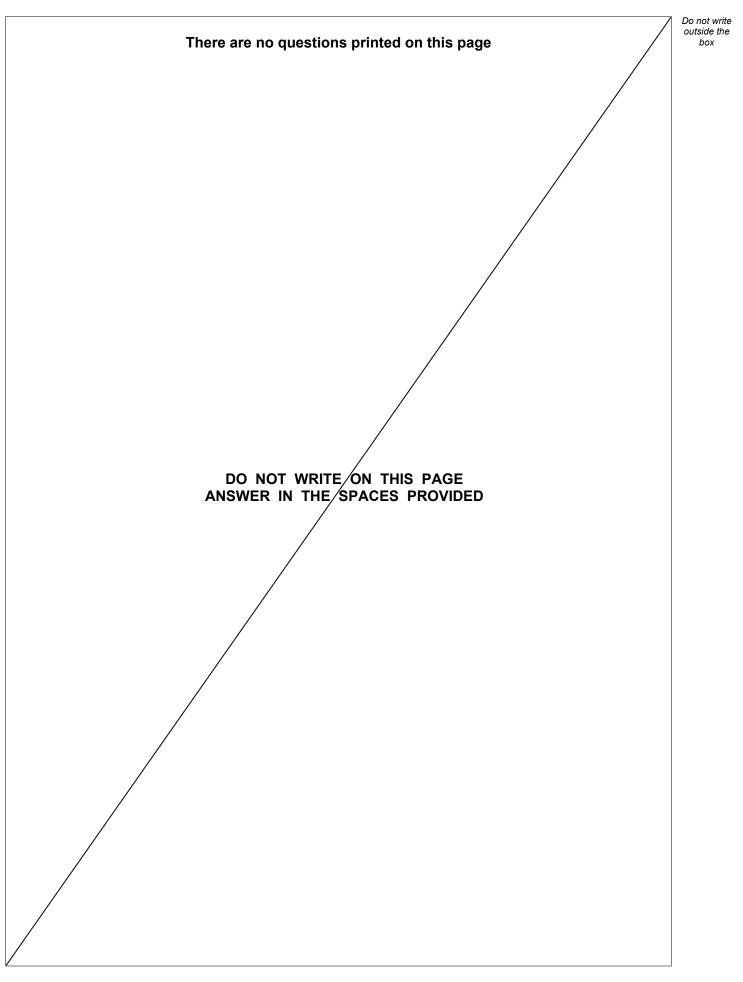
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| 0 5 | 'With so much 'fake news', propaganda and bias in the media, newspapers should simply report the truth.'   | box                      |
|     | How far do you agree with this statement?  |                          |
|     | <ul> <li>Answer with reference to:</li> <li><i>The Times</i> and the <i>Daily Mirror</i> (Close Study Products).</li> </ul>  |                          |
|     | In this question you will be rewarded for drawing together knowledge and<br>understanding from across your full course of study, including different areas of the<br>theoretical framework, media contexts and Close Study Products. |                          |
|     | [20 marks]   |                          |
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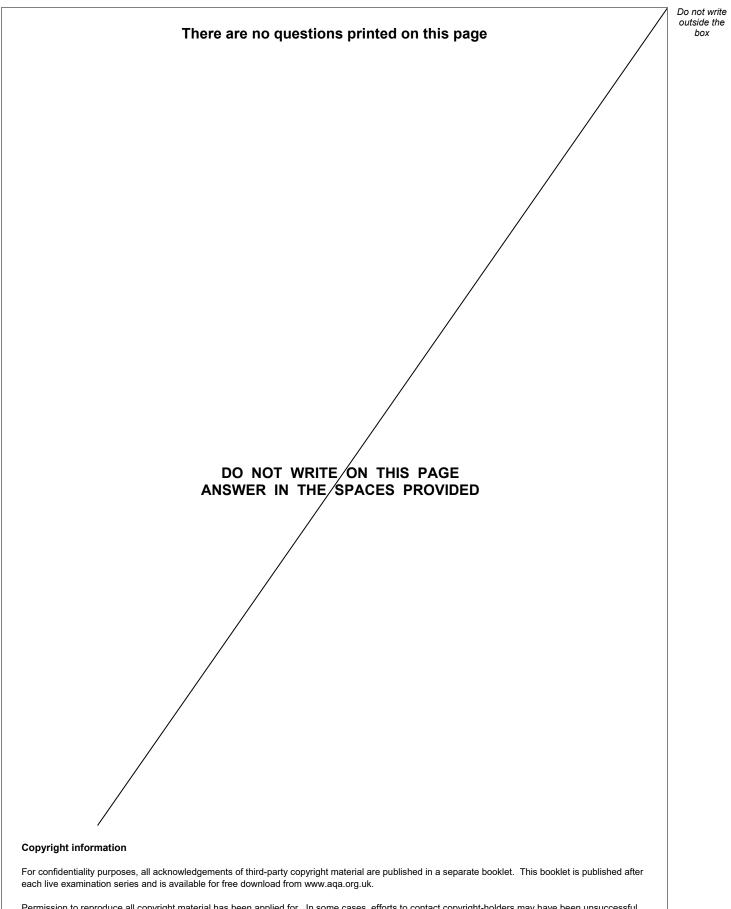
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