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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 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.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
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TOTAL	



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Section A – Television

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

You will have two minutes to read through the questions in **Section A**.
The extract will then be shown twice.

First viewing: watch the extract and make notes.
You will then have five minutes to add to your notes.
Second viewing: watch the extract and make further notes.

There is space for you to write notes on page 3 of this answer book.
These notes will not be marked.

You may start 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.

0 1 . 1

Briefly define the term 'CGI'.

[1 mark]

0 1 . 2

Give **one** example of CGI in the extract.

[1 mark]



You may make notes on page 3. These notes will not be marked.

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[8 marks]

[illegible]

'The City of Magpies' is aimed at a niche audience of Science Fiction/Science Fantasy genre fans.

[12 marks]

[illegible]

[20 marks]

[illegible]

[illegible]

Turn over for Section B

Section B – Newspapers

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

You are advised to spend around 40 minutes answering questions on this section.

0	3
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Give **two** different examples of audience categories that newspapers may use.

[2 marks]

Example 1 _____

Example 2 _____

2



Turn over for the next question

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ANSWER IN THE SPACES PROVIDED**

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Figure 1

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

FRIDAY 05.03.2021 DAILY MIRROR 17

Amazon 'no till' shops will be threat to jobs




Warning hi-tech store may have knock-on effect

BY GRAHAM HISCOTT
Head of Business

AMAZON'S new hi-tech, till-free supermarkets could cause "considerable" 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.

Amazon's Matt Birch said it offered a "super fast, friction-free way to shop". Rival supermarkets will watch it closely,

with some already testing 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."

"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.

Morrisons and northern chain Booths were among those he mentioned.

Last year Amazon, which already owns the small Whole Food Markets chain, saw its UK sales surge 51% to £19.4 billion.

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 investment since it arrived in the UK two 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."

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 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

Cashless & cardless, think of all those it will affect

CLIVE BLACK WARNS OF IMPACT ON JOBS



Figure 2

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

16
News
Friday March 5 2021 | THE TIMES

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

Patrick Kidd

There was a time when if a masked person walked into a supermarket and was seen on camera slipping things into their pockets, a store detective would be sent to the exit faster than you could say "unexpected item in the bagging area". If Amazon's plan for cashier-free shopping catches on, this will be quite normal.

"Just walk out" is the slogan of Amazon Fresh. It is displayed on the signs, the bags and the unmanned exit, an invitation that still makes me feel shifty as I leave the supermarket in west London without reaching for my wallet. I think with guilt about my late grandmother, a former Tesco store detective — 5ft nothing but they say she could tackle like a lock forward — who had collared many a shoplifter who tried to make off with a five-fingered discount.

Walking away from the shop a touch too briskly with a bag of what will not technically be purchases until the money leaves my account three hours later, I half expect a hand to fall on my shoulder and a growl of "you're nicked". Yet for the previous 18 minutes and 57 seconds, as the app that controls what Amazon calls my "seamless and magical customer experience" reveals, every move I made since entering through an airport-style gate with a flash of a QR code on my phone had been tracked. Every object I picked up was counted, and every one I put back removed, by 100 cameras so that when I left the building, no matter whether the goods were in my bag or under my coat (or even, one assumes, in my stomach), the All-seeing God Amazon would know what I had done.

I have not felt my shopping habits to be so "seen" since the time my wife visited the corner shop near our flat and was asked by the owner if "the gentleman 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 Seattle 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. "Customers deserve to know how and by whom these analytics could be used." Amazon says it does not use facial recognition software and information about shopping habits will be associated with a customer's account for up to 30 days.

Outside the shop, Maha Salem, who had visited with her baby to buy a coffee and a croissant, admitted unease. "I tried to forget about the cameras and not feel paranoid," she said. However, she felt that with a large pram anything that reduced fuss was very welcome.

Benjamin Rogers had bought ingredients for a cake. "I found it very well stocked and easy to navigate," he said. "Not having to queue sped it up by ten minutes." That said, he then spent 40 minutes waiting outside to receive his receipt by email to check the reckoning. "I want to be sure that they removed things I put back," he said.

He could have been waiting some time. Having left the shop at 10.39am (and 57 seconds), it took until 2.04pm before my bank's app pinged to tell me that £23.95 had been taken from my account and a further two minutes to get the receipt.

However, I could check within an hour on the app what products had been assigned to me. Soup, ham, onions, a disappointingly dry "feta and potato sourdough pocket" (a nod, perhaps, to what Amazon has done for the cardboard industry) and six other items were all correctly registered; a sandwich and radishes that I had put back were not in the final reckoning.

On first impression, it works very well. It may have more of a challenge when the shop is busier: only 20 customers are allowed at a time to maintain distancing. It works so smoothly that the fear is Amazon customers forget that other shops don't let you just walk out. The union of store detectives should not be worried.

Customers including Patrick Kidd, left, embracing the "seamless and magical" retail experience at Amazon's newly opened Fresh shop in Ealing, west London



0 4

'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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20

Turn over for the next question

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'With so much 'fake news', propaganda and bias in the media, newspapers should simply report the truth.'

Answer with reference to:

- In this question you will be rewarded for drawing together knowledge and understanding from across your full course of study, including different areas of the theoretical framework, media contexts and Close Study Products.

[20 marks]

[illegible]

[illegible]

20



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