



GCSE

3680U10-1

WEDNESDAY, 14 MAY 2025 – AFTERNOON

MEDIA STUDIES – Unit 1

Exploring the Media

**1 hour 30 minutes plus your additional
time allowance**

ADDITIONAL MATERIALS

A WJEC pink 16-page answer booklet.

Resource Material: a video game poster for use with Question 01.

INSTRUCTIONS TO CANDIDATES

Use black ink, black ball-point pen or your usual method.

Answer ALL questions in Sections A AND Section B.

Write your answers in the separate answer booklet provided.

Use both sides of the paper. Write only within the white areas of the booklet.

(Turn over)

Write the question number in the left-hand margin at the start of each answer.

Leave at least two line spaces between each answer.

INFORMATION FOR CANDIDATES

The allocation of marks is given at the end of each question or part-question. The number of marks indicates the length of the response required.

You are advised to spend approximately 45 minutes on Section A and approximately 45 minutes on Section B. You should use relevant theories and relevant subject-specific terminology where appropriate.

(Turn over)

**SECTION A: REPRESENTATIONS –
ADVERTISING, VIDEO GAMES AND
NEWSPAPERS**

Study the video game poster for Shadow of the Tomb Raider: Definitive Edition, released in 2019, in the Resource Material and then answer QUESTION 01.

01 (a)

Briefly describe how the woman is dressed in the video game poster.

[2 marks]

(b) Briefly describe how colour is used to represent the woman in the video game poster. [3 marks]

(c) Explore how the design AND layout is used to represent the woman in the video game poster. [5 marks]

(Turn over)

01 (d)

Compare the representation of women in Shadow of the Tomb Raider video game poster AND in ONE video game poster you have studied.

In your answer, you may refer to how both:

- **challenge or conform to stereotypes**
- **convey messages and values.**

[20 marks]

(Turn over)

SECTION B: MUSIC**02 (a)**

Name the online music magazine you have studied. Identify ONE target audience for this online music magazine. [1 mark]

(b) Briefly explain how ONE online OR print contemporary music magazine you have studied appeals to its target audience. [4 marks]

(c) Explain the role of the presenter in ONE music radio programme you have studied. [5 marks]

(Turn over)

- 03. Explain how social media can be used to promote a music artist or band. Refer to ONE specific music artist or band studied in your answer. [10 marks]**
- 04. Explore how technical AND visual codes are used to represent the music artist or band in ONE music video you have studied. [10 marks]**

END OF PAPER