



GCSE

3680U10-1



S25-3680U10-1

WEDNESDAY, 14 MAY 2025 – AFTERNOON

MEDIA STUDIES – Unit 1

Exploring the Media

1 hour 30 minutes

ADDITIONAL MATERIALS

A WJEC pink 16-page answer booklet.

Resource Material: a video game poster for use with Question

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INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen. Do not use gel pen or correction fluid.

Answer **all** questions in Section A **and** Section B.

Write your answers in the separate answer booklet provided, following the instructions on the front of the answer booklet.

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

Write the question number in the two boxes in the left-hand margin at the start of each answer,

for example

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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.

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**

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- a) Briefly describe how the woman is dressed in the video game poster. [2]
- b) Briefly describe how colour is used to represent the woman in the video game poster. [3]
- c) Explore how the design **and** layout is used to represent the woman in the video game poster. [5]
- 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]

Section B: Music

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- a) Name the online music magazine you have studied. Identify **one** target audience for this online music magazine. [1]
- b) Briefly explain how **one** online **or** print contemporary music magazine you have studied appeals to its target audience. [4]
- c) Explain the role of the presenter in **one** music radio programme you have studied. [5]
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- 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]
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- Explore how technical **and** visual codes are used to represent the music artist or band in **one** music video you have studied. [10]

END OF PAPER