



GCSE



C680U10-1

WEDNESDAY, 25 MAY 2022 – AFTERNOON

MEDIA STUDIES

Component 1

Exploring the Media

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

Surname _____

First name(s) _____

Centre Number _____

Candidate Number 0 _____

ADDITIONAL MATERIALS

- **Resource A: This Girl Can advertisement for use with Question 1**
- **Resource B: Pride magazine cover for use with Question 2(b)**
- **Resource C: Essence magazine cover for use with Question 2(b)**

INSTRUCTIONS TO CANDIDATES

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

Answer ALL questions in SECTION A AND SECTION B.

Write your name, centre number and candidate number in the spaces provided on the front cover.

Write your answers in the spaces provided in this booklet. If you run out of space, use the additional pages at the back of the booklet, taking care to number the question(s) correctly.

(Turn over)

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 55 MINUTES ON SECTION A, including 10 minutes to study the print resources, and approximately 35 MINUTES ON SECTION B.

You should use relevant subject-specific terminology and relevant theories where appropriate.

(Turn over)

Question 2(b) 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.

Question 4(c) provides an opportunity to draw together knowledge and understanding from across the full course of study. You will be rewarded for drawing together knowledge and understanding of different areas of the theoretical framework and media contexts.

SECTION A: EXPLORING MEDIA LANGUAGE AND REPRESENTATION

Answer ALL parts of Questions 1 and 2.

MEDIA LANGUAGE

Question 1 is based on the print advertisement for This Girl Can (2015) from the set products. Use Resource A when answering the question.

- 1. Explore how the print advertisement for This Girl Can uses media language to create meanings:**

- (a) text / written language [5 marks]**

(Turn over)

7

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8

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(Turn over)

1 (b) visual codes (for example: images, lighting, dress) [10 marks]

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REPRESENTATION

- 2 (a) Explain how political contexts influence magazines. Refer to Pride magazine to support your points.**
[5 marks]

(Turn over)

14

[illegible]

(Turn over)

Question 2(b) is based on the following:

- **Resource B: Pride magazine cover from the set products**
- **Resource C: Essence magazine cover (October 2016)**

Study Resources B and C carefully and use both magazine covers when answering the question.

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.

(Turn over)

2 (b) Compare the representation of ethnicity in the Pride AND Essence front covers. [25 marks]

In your answer, you must consider:

- **the choices the producers have made about how to represent ethnicity**
- **how far the representation of ethnicity is similar in the two magazine covers**
- **how far the representation of ethnicity is different in the two magazine covers.**

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**SECTION B: EXPLORING MEDIA
INDUSTRIES AND AUDIENCES**

Answer ALL parts of Questions 3 and 4.

MEDIA INDUSTRIES

**3 (a) Name ONE of the companies that
produced Spectre. [1 mark]**

(Turn over)

3 (b) Briefly explain what a media conglomerate is. [2 marks]

(c) Briefly explain what convergence is. [2 marks]

(Turn over)

3 (d) Explain how a film's website can be used to promote the film. Refer to the *Spectre/007* website to support your points. [12 marks]

[illegible]

(Turn over)

(Turn over)

30

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AUDIENCES

4 (a) Identify TWO ways in which media producers categorise audiences.

[2 marks]

(Turn over)

4 (b) Briefly explain how Fortnite targets audiences. [4 marks]

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In Question 4(c), you will be rewarded for drawing together knowledge and understanding from across your full course of study, including different areas of the theoretical framework and media contexts.

- 4 (c) Explain why users visit the Fortnite website. Refer to the Uses and Gratifications theory in your answer.
[12 marks]**

35

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

(Turn over)

[illegible]

(Turn over)

[illegible]

(Turn over)

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

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[illegible]

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C680U10-1A**WEDNESDAY, 25 MAY 2022 – AFTERNOON****MEDIA STUDIES****Component 1****PRINT RESOURCES FOR USE WITH
SECTION A**

An enlarged copy of the advertisement and magazine covers are supplied.

Acknowledgement: The print resources were sourced online and are reproduced under the provisions of ‘Fair Dealing’ UK. ‘Fair dealing’ of third party materials is used for criticism and review purposes. However, if there are omissions or inaccuracies please inform us so that any necessary corrections can be made.

RESOURCE A

RESOURCE A is a print advertisement for This Girl Can (2015)

DESCRIPTION OF ADVERT:

The photo shows a young woman taking part in an energetic exercise class. We can see the young woman from just below her waist upwards and her arms are in motion. She is wearing casual clothes, a loose blue-coloured vest top and patterned leggings. She is in profile, smiling and looks hot, red-faced and sweaty.

Behind her and to the side, we can see blurred images of other women also taking part in the same exercise class.

(Turn over)

TEXT IN THE ADVERT:

Across the centre of the picture, and just below the woman's neck:

**Sweating
like a pig,
feeling
like a fox**

These four lines are printed in very large letters in white.

Below the fourth line of text, there is a small box with the words THIS GIRL CAN written inside it.

At the top left of the picture in small print is written:

**LOTTERY FUNDED
SPORT ENGLAND
#THISGIRLCAN**

(Turn over)

RESOURCE B

RESOURCE B is the front cover of Pride magazine (November 2015)

DESCRIPTION:

The image is a photograph of Naomi Harris showing her face and most of her body. She is standing looking directly at the camera with her left hand resting on her hip. Her right arm is hanging by her side.

She is wearing a long, plain white, strapless dress. She has long dark hair hanging loosely in front of her right shoulder and over the back of her left shoulder. We can see an earring on her left ear, and a ring on the first finger of her left hand.

(Turn over)

TEXT:

Across the top of the cover is written the magazine title, Pride. The title is written in very large bright red capital letters. Naomi Harris' head is partially superimposed over the centre of the title.

In smaller letters around the title we can read:

**CELEBRATING 24 YEARS AT THE TOP!
PRIDEMAGAZINE.COM
NOVEMBER 2015 £3**

Across the bottom right corner we can read:

**NAOMIE HARRIS
Bond and Beyond**

(Turn over)

The name NAOMIE HARRIS is written in large capitals and coloured bright red.

On the left side of the picture we can read the following three statements, starting under the title:

**FAILED BY FEMINISM
HAVE WE FALLEN THROUGH THE
CRACKS?**

**OBJECTIFIED. SEXUALISED. MOCKED.
Black Women's Bodies Examined.**

**HOW FAR WOULD YOU GO TO BE
BEAUTIFUL?**

7

On the right side of the picture we can read the following three statements, starting under the title:

THE WIG REVOLUTION IS HERE!

7 ways to heat up those Winter nights

FGM ON HARLEY STREET!

(Turn over)

RESOURCE C

RESOURCE C is the front cover of Essence magazine (October 2016)

DESCRIPTION:

The image is a photograph of Barack and Michelle Obama and shows their faces and most of their bodies. They are standing together in front of a window, looking at the camera and smiling.

Barack Obama has his right arm around his wife's waist. She is standing with her right hand touching the knot of his tie, and resting her head on his right shoulder.

Barack Obama is wearing a blue jacket, white shirt and blue tie. Michelle Obama is wearing a long, plain black, strapless

(Turn over)

dress. She has medium-length dark hair. Her husband has short close-cropped slightly greying hair. There is a small US flag badge on Barack Obama's lapel.

TEXT:

Across the top of the cover we can read the magazine title, Essence. The title is written in very large gold capital letters. The Obamas' heads are partially superimposed on the magazine title.

**Across the top right hand corner there is a diagonal banner which reads:
SPECIAL COLLECTOR'S ISSUE**

At the bottom left of the picture is written in large white capital letters:

GRACE & POWER

(Turn over)

Under this is written in smaller capitals in blue:

**OUR 12-PAGE SALUTE TO THE FIRST
COUPLE'S FINEST MOMENTS**

**On the left side of the picture we can read
the following two statements, going from
top to bottom:**

The Obamas

**THE PRESIDENT & FIRST LADY ON THEIR
LEGACY AND LIFE AFTER THE WHITE
HOUSE**

Exclusive!

**HILLARY RODHAM CLINTON'S MESSAGE
TO BLACK VOTERS**

**The two words 'The Obamas' are printed
in gold in very large letters.**

(Turn over)

On the right side of the picture we can read the following four statements, going from top to bottom.

In the first statement, the number ‘27’ is printed in very large letters in blue.

GORGEOUS AT ANY AGE!

27

BEAUTY AND STYLE WINS

HOW TO BE MORE PRODUCTIVE AT WORK

p.93 (written in blue)

GOING THROUGH CHANGES? 12 WAYS TO STAY STRONG (‘12’ written in gold)

**SET YOUR DVR NOW! (written in gold)
TV’S BEST PICKS**

(Turn over)

12

At the bottom right of the picture in small print, we can read:

VISIT ESSENCE.COM

OCTOBER 2016 (written in gold)

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RESOURCE A – PRINT ADVERTISEMENT FOR This Girl Can (2015)



RESOURCE B – FRONT COVER OF Pride MAGAZINE (NOVEMBER 2015)



RESOURCE C – FRONT COVER OF Essence MAGAZINE (OCTOBER 2016)

