



GCSE



C680U10-1

TUESDAY, 16 MAY 2023 – 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: Spectre film poster for use with Question 1**
- **Resource B: GQ magazine cover (2016) for use with Question 2(b)**
- **Resource C: GQ magazine cover (2021) 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 Spectre film poster from the set products.

Use Resource A when answering the question.

- 1. How does this film poster for Spectre communicate meaning?
Explore the following elements:**

- (a) Narrative [5 marks]**

(Turn over)

7

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

(Turn over)

8

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

(Turn over)

1 (b) Genre [10 marks]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

(Turn over)

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

(Turn over)

12

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

(Turn over)

REPRESENTATION

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

(Turn over)

14

[illegible]

(Turn over)

Question 2(b) is based on the following:

- **Resource B: GQ magazine cover (2016) from the set products**
- **Resource C: GQ magazine cover (2021)**

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 men in these TWO covers for GQ magazine. [25 marks]

In your answer, you must consider:

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

(Turn over)

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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

Answer ALL parts of Questions 3 and 4.

MEDIA INDUSTRIES

**3 (a) Name the radio station that
broadcasts The Archers. [1 mark]**

(Turn over)

3 (b) Give TWO ways audiences can listen to The Archers. [2 marks]

3 (c) Briefly explain the difference between a public service radio broadcaster and a commercial radio broadcaster. [4 marks]

[illegible]

(Turn over)

**3 (d) Explain how the BBC uses different platforms to distribute radio programmes.
Refer to *The Archers* to support your points. [10 marks]**

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

(Turn over)

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

(Turn over)

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

(Turn over)

AUDIENCES

4 (a) Identify two audiences for The Sun newspaper. [2 marks]

(Turn over)

4 (b) Briefly explain how newspaper websites attract audiences. [4 marks]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

(Turn over)

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 audiences read PRINT newspapers. Refer to The Sun newspaper and the Uses and Gratifications theory in your answer.**
[12 marks]

[illegible]

(Turn over)

(Turn over)

(Turn over)

[illegible]

(Turn over)

[illegible]

(Turn over)

[illegible]

(Turn over)

[illegible]

(Turn over)

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

(Turn over)

[illegible]