



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.

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)

1 (b) Genre [10 marks]

[illegible]

(Turn over)

REPRESENTATION

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

[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.

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)

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]**

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

(Turn over)

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

3 (d) Explain how the BBC uses different platforms to distribute radio programmes.

Refer to *The Archers* to support your points.

[10 marks]

(Turn over)

AUDIENCES

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

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

(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]

END OF PAPER

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