



GCSE



C680U10-1

MONDAY, 13 MAY 2024 – 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: The Guardian newspaper front cover for use with Question 1**
- **Resource B: The Man With The Golden Gun film poster for use with Questions 2(a) and 2(b)**
- **Resource C: Spy film poster 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.

(Turn over)

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.

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.

(Turn over)

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 newspaper front cover for The Guardian (18 Jan 2022) from the set products. Use Resource A when answering the question.

1. Explore how this front page uses media language to communicate meanings:

(a) Layout and design [5 marks]

(Turn over)

6

(Turn over)

7

1 (b) Images [5 marks]

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1 (c) Text/written language [5 marks]

REPRESENTATION

2 (a) Explain how historical contexts influence film posters. Refer to The Man With The Golden Gun film poster (Resource B) to support your points. [5 marks]

[illegible]

(Turn over)

Question 2(b) is based on the following:

- **Resource B: The Man With The Golden Gun film poster from the set products**
- **Resource C: Spy (2015) film poster.**

Study Resources B and C carefully and use BOTH film posters 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 gender in the The Man With The Golden Gun and Spy film posters.**
[25 marks]

In your answer, you must consider:

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

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SECTION B: EXPLORING MEDIA INDUSTRIES AND AUDIENCES

Answer ALL parts of Questions 3 and 4.

MEDIA INDUSTRIES

**3 (a) Name the organisation that produces
The Archers. [1 mark]**

(Turn over)

3 (b) Name the organisation that regulates the radio industry in the UK.

[1 mark]

(c) Briefly explain the different types of funding for radio in the UK.

[5 marks]

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3 (d) Explain how the radio industry uses technology to promote its products. Refer to The Archers to support your points. [10 marks]

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AUDIENCES

4 (a) Identify ONE audience for Fortnite.
[1 mark]

(b) Briefly explain how the Fortnite website attracts users. [5 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 audiences play video games. Refer to Fortnite to support your points. [12 marks]

END OF PAPER

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