



**GCSE**



**C680U10-1**

**WEDNESDAY, 14 MAY 2025 – 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: Quality Street** advertisement (1956) for use with Question 1
- **Resource B: Vogue** (July, 2021) magazine cover for use with Questions 2 (a) and 2 (b)
- **Resource C: Grazia** (February, 2022) magazine front 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.**

**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 **Quality Street** advertisement (1956) from the set products. Use Resource A when answering the question.

1. Explore how the print advertisement for **Quality Street** uses media language to communicate meanings:

- (a) Layout and design [5 marks]

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### 1 (b) Images [10 marks]

[illegible]

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[illegible]

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## REPRESENTATION

- 2 (a) Explain how social and cultural contexts influence magazines. Refer to the *Vogue* magazine front cover (Resource B) to support your points.**

**[5 marks]**

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**Question 2 (b) is based on the following:**

- **Resource B: Vogue magazine cover from the set products (2021)**
- **Resource C: Grazia magazine cover (2022).**

**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.**

**(b) Compare the representation ethnicity in the Vogue and Grazia 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.**

**(Turn over)**



















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

**Answer ALL parts of Questions 3 and 4.**

### **MEDIA INDUSTRIES**

**3 (a) Name the organisation that regulates film in the UK. [1 mark]**

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**(b) Briefly explain the advantages of vertical integration for the film industry. [4 marks]**

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**3 (c) Explain how the film industry uses convergence to promote films.**

**Refer to the 007 website to support your points.**

**[12 marks]**

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**AUDIENCES**

**4 (a) Identify TWO different audiences for the game Fortnite. [2 marks]**

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**4 (b) Briefly explain how video games target audiences through marketing. Refer to Fortnite to support your points. [4 marks]**

[illegible]

**(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 how audiences interact with video games. Refer to the Uses and Gratifications theory and Fortnite to support your points. [12 marks]**

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