

C680U10-1A**WEDNESDAY, 14 MAY 2025 – AFTERNOON****MEDIA STUDIES****Component 1****Print resources for use with Section A**

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RESOURCE A – QUALITY STREET ADVERTISEMENT (1956)

TO BE USED WITH QUESTION 1

CHOCOLATE STRAWBERRY CUP
Strawberry jam and cream encased in milk chocolate.

HARROGATE TOFFEE
The delicious, smooth toffee with a most distinctive flavour.

CHOCOLATE TOFFEE FINGER
Delicious toffee covered with plain chocolate.

What a delicious dilemma!

18 delightfully different toffees and chocolates in

Mackintosh's
'Quality Street' REGD

JOHN MACKINTOSH & SONS LTD., HALIFAX

(Turn over)

RESOURCE B – VOGUE MAGAZINE FRONT COVER (JULY, 2021)

TO BE USED WITH QUESTION 2 (a) AND 2 (b)



(Turn over)

RESOURCE C – GRAZIA MAGAZINE FRONT COVER (FEBRUARY, 2022)

TO BE USED WITH QUESTION 2 (b)





GCSE



C680U10-1A

WEDNESDAY, 14 MAY 2025 – AFTERNOON

MEDIA STUDIES

Component 1

**Description of Visual Material for Modified
Large Print Version**

Print resources for use with Section A

**RESOURCE A: QUALITY STREET
advertisement (1956).**

For use with Question 1.

DESCRIPTION OF THE ADVERTISEMENT

In the top two thirds of the advertisement, there is a picture of a young man sitting on a sofa, holding an open tin of Quality Street chocolates on his lap.

A young woman is sitting very close to him on his left, reaching in front of him and taking a chocolate out of the tin, while kissing him on the left cheek.

Another young woman is sitting very close to him on his right, also reaching in front of him and taking a chocolate out of the tin, while kissing him on the right cheek.

(Turn over)

The young man is wearing a dark pinstripe suit with collar and tie and is smiling.

One woman has black hair and is wearing a striped top and green skirt, and the other has blonde hair and is wearing a red dress.

On the wall behind the sofa, there is an oval picture showing a soldier wearing an old-fashioned helmet and red uniform. Beside the soldier there is a young woman in a purple dress and bonnet. They are smiling and looking out of the picture at the scene below.

(Turn over)

TEXT

In the bottom third of the advertisement, on the left, there are three individual pictures of chocolates and toffees from the tin with a short description of each:

CHOCOLATE STRAWBERRY CUP

Strawberry jam and cream encased in milk chocolate.

HARROGATE TOFFEE

The delicious, smooth toffee with a most distinctive flavour.

CHOCOLATE TOFFEE FINGER

Delicious toffee covered with plain chocolate.

(Turn over)

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On the right, we can read:

What a delicious dilemma!

**18 delightfully different
toffees and chocolates in
Mackintosh's
'Quality Street'**

**The number 18 is written in purple with
large numerals. 'Quality Street' is written
in large, purple handwritten script.**

(Turn over)

RESOURCE B

Resource B – VOGUE magazine front cover (July, 2021)

To be used with Questions 2 (a) and (b).

DESCRIPTION:

The magazine cover shows Malala Yousafzai in close-up. She is looking directly at the camera with a slight smile and we can see her face and hands. She is wearing a dark red dress with a headscarf that partly covers her hair and lipstick that is the same colour as her dress.

(Turn over)

Malala is holding her two hands gracefully under her face. Her left hand is lightly touching her chin and her right hand is resting against the palm of her left hand. We can see a large gold ring on her left hand and a smaller ring on the other hand.

The warm red background is the same shade of red as Malala's dress.

TEXT

The magazine title 'VOGUE' at the top of the cover is printed in silver, extends a quarter of the page down and is printed over the top of part of Malala's forehead.

In the bottom quarter of the cover, the following is written:

The extraordinary life of

Malala

Survivor, activist, legend

‘The extraordinary life of’ is written in white italics.

The name ‘Malala’ is written in large white letters.

‘Survivor, activist, legend’ is written in silver italics.

SHORT LINES OF TEXT

On the left-hand side of the cover, there are three bits of text down the page, all in black capitals, followed by an some text in white italics:

LOVE AFTER LOCKDOWN

The return of dating

FIGHTING TALK

Jourdan Dunn meets Anthony Joshua

THE SHAPE OF NOW

Pleated skirts, puff sleeves, perfectly cut trousers.

(Turn over)

On the right-hand side of the cover, there is some text in black capitals to the right of Malala's face:

**VOGUE'S
GUIDE TO
SUMMER
BEAUTY**

(Turn over)

RESOURCE C

Resource C – GRAZIA magazine front cover (February 2022).

To be used with Question 2 (b)

DESCRIPTION:

The magazine cover shows Holly Willoughby, standing in medium close-up, looking directly at the camera with a serious expression on her face. She is wearing a plain black dress that is long sleeved and covers her neck, except from a small cut-out and buckle on her upper chest.

(Turn over)

Holly is holding her right arm up so that her upper arm rests on her head. Her left hand is also raised and touching her short blonde hair just above her left ear. She is lightly grasping the fingers of her left hand with her right hand.

We can see a large black ring on her right hand and two earrings, one in each ear.

The background is a light shade of grey.

TEXT

Holly's face is printed over the magazine title 'GRAZIA' written in large white capitals at the top of the cover.

Halfway down the cover and extending centre to right across the page we can read:

HOLLY

WILLOUGHBY

[written in large white capitals]

**HOW THE DAYTIME TV QUEEN'S TAKING
ON THE WELLNESS WORLD – AND
WINNING**

[written in yellow capitals]

**'I can't change anyone's reaction to me –
and that's OK'**

[written in white and italicised]

(Turn over)

SHORT LINES OF TEXT

On the left-hand side of the cover, there are three bits of text down the page, written in the font colour indicated:

CLEVER WORKWEAR

BACK TO YOUR DESK? [yellow]

HOW TO DRESS NOW [white]

(because who knows what to wear any more?) [black]

NO MORE FATIGUE FACE [white]

>>EASY SKIN RESETS [white]

INTERIORS HACKS [yellow]

**MAKE A RENTAL FEEL LIKE YOUR OWN
[white]**

(Turn over)

On the right-hand side of the cover, there are three bits of text written in the font colour indicated:

**BRITNEY SPEAKS OUT [black]
>>TRUTH BEHIND SISTER'S 'TOXIC
BETRAYAL' [white]**

**MICHAEL PATRICK KING [yellow]
"I KNEW AND JUST LIKE THAT WOULD
UPSET PEOPLE" [white]**

**THE MONEY TABOO [black]
'EARNING LESS THAN MY EX KILLED
OUR RELATIONSHIP' [white]**