

Surname	Centre Number	Candidate Number
Other Names		0



GCSE – **NEW**

C680U10-1



MONDAY, 3 JUNE 2019 – AFTERNOON

MEDIA STUDIES
Component 1
Exploring the Media

1 hour 30 minutes

ADDITIONAL MATERIALS

- An unannotated copy of the set products for this component for use with Section A (provided by the centre).
- A print resource for use with Section A.

INSTRUCTIONS TO CANDIDATES

Use black ink or a ball-point pen. Do not use pencil or gel pen. Do not use correction fluid.

Answer **all** questions in **Section A and Section B** in this answer booklet.

Write your name, centre number and candidate number in the spaces at the top of this page.

At the end of the examination, this answer booklet must be handed to the invigilator. 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 resource, 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(d)** 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.



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Answer **all** parts of Questions 1 and 2.

Question 1 is based on the front cover of GQ magazine (July 2016) from the set products. Use this magazine front cover when answering the question.

- (a) images [5]

- (b) text / written language [5]



(c) layout and design.

[5]



Representation

2. (a) Explain how historical context influences print advertisements. Refer to the print advertisement for *Quality Street* (1956) from the set products to support your points. [5]

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Question 2(b) is based on:

- *the Quality Street print advertisement (1956) from the set products*
- *the print resource, an advertisement for Axe Peace (2014).*

*Study the resource carefully and use **both** print advertisements when answering the question.*

- (b) Compare the representations of gender in the *Quality Street* **and** *Axe Peace* print advertisements. [25]

In your answer, you must consider:

- how representations of gender are constructed
- how far the representations of gender are similar in the two advertisements
- how far the representations of gender are different in the two advertisements.

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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 regulates radio in the UK. [1]

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- (b) Briefly explain the difference between how public service radio and commercial radio are funded. [4]

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- (c) Explain how radio programmes use technologies to reach audiences. Refer to *The Archers* to support your points. [12]

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[illegible]

4. (a) What type of newspaper is *The Sun*? [1]

(b) Identify **one** audience for *The Sun* website. [1]

(c) Briefly explain how the content of *The Sun* website appeals to **this** audience. [4]



(d) Explain why audiences may interpret the same media product in different ways. Refer to *The Sun* to support your points. [12]



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[illegible]

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