



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

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Forename(s)

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Candidate signature

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I declare this is my own work.

GCSE MEDIA STUDIES

Paper 1 Media One

Monday 13 May 2024

Afternoon

Time allowed: 1 hour 30 minutes

Materials

You will need no other materials.

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 84.
- You are reminded of the need for good English and clear presentation in your answers.
- Question **09** 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.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
9	
TOTAL	



J U N 2 4 8 5 7 2 1 0 1

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Section A – Media Language and Media Representations

Answer **all** questions in the spaces provided.

You are advised to spend around **60** minutes on this section.

Figure 1

How It Works magazine front cover (online version)



Only **one** answer per question is allowed.

For each question completely fill in the circle alongside the appropriate answer.

CORRECT METHOD



WRONG METHODS



If you want to change your answer you must cross out your original answer as shown.



If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown.



0 1

Which of the following features demonstrates anchorage in **Figure 1**?

Shade **one** circle only.

[1 mark]

A The red font used for 'FREE' and 'WIN'.

☐

B The 'play' icon below 'TAP TO PLAY' linking to the *No Time To Die* trailer.

☐

C The image of Daniel Craig as James Bond.

☐

D The cover line '007's GADGETS'.

☐

1

Turn over for the next question

Turn over ►



Analyse the front cover of *How It Works* magazine (**Figure 1**) to show how codes and conventions communicate meaning.

[illegible]

Turn over for the next question

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outside the
box*

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ANSWER IN THE SPACES PROVIDED**

Turn over ►



Figure 2

Heat magazine front cover (Close Study Product)

Figure 2 not reproduced here due to third-party copyright restrictions.



[8 marks]

[illegible]

8

Turn over for the next question

Turn over ►



[6 marks]

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6



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Daily Mirror double-page spread (Close Study Product)



0 5 . 1

Define the term 'superimposition'.

[1 mark]

0 5 . 2

Give an example of superimposition from the *Daily Mirror* double-page spread (Close Study Product) (**Figure 3**).

[1 mark]

0 5 . 3

Explain how newspapers use Propp's character types.

Answer with reference to the *Daily Mirror* double-page spread (Close Study Product) (**Figure 3**).

[6 marks]

Turn over ►



Explain how a newspaper's political view influences the way it represents and misrepresents different groups in society.

[12 marks]

[illegible]

Section B – Media Audiences and Media Industries

Answer **all** questions in the spaces provided.

You are advised to spend around **30** minutes on this section.

0	6
---	---

Film companies can go through changing patterns of ownership, including mergers and takeovers.

0	6	.	1
---	---	---	---

Define the term 'merger'.

[1 mark]

0	6	.	2
---	---	---	---

Define the term 'takeover'.

[1 mark]

2

Turn over for the next question

Turn over ►



[6 marks]

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6



[9 marks]

[illegible]

9

[illegible]

[illegible]

20



There are no questions printed on this page

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outside the
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Question number	Additional page, if required. Write the question numbers in the left-hand margin.
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