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| Surname       | Centre Number | Candidate Number |
| First name(s) |               | 0                |



GCSE

C680U10-1



**TUESDAY, 16 MAY 2023 – AFTERNOON**

**MEDIA STUDIES**  
**Component 1**  
**Exploring the Media**

1 hour 30 minutes

**ADDITIONAL MATERIALS**

- Resource A: *Spectre* film poster for use with Question 1
- Resource B: *GQ* magazine cover (2016) for use with Question 2(b)
- Resource C: *GQ* magazine cover (2021) for use with Question 2(b)

**INSTRUCTIONS TO CANDIDATES**

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

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

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

If you run out of space, use the additional page at the back of the booklet, taking care to number the question(s) correctly. At the end of the examination, this answer booklet must be handed to the invigilator.

**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.



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**SECTION A: EXPLORING MEDIA LANGUAGE AND REPRESENTATION**

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

**Media Language**

Question 1 is based on the *Spectre* film poster from the set products. Use Resource A when answering the question.

1. How does this film poster for *Spectre* communicate meaning?  
Explore the following elements:

(a) Narrative

[5]

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[10]



**Representation**

2. (a) Explain how cultural contexts influence magazines. Refer to GQ magazine to support your points. [5]

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Question 2(b) is based on the following:

- Resource B: GQ magazine cover (2016) from the set products
- Resource C: GQ magazine cover (2021).

Study Resources B and C carefully and use **both** magazine covers when answering the question.

In this question, you will be rewarded for constructing and developing a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.

- (b) Compare the representation of men in these **two** covers for GQ magazine. [25]

In your answer, you must consider:

- the choices the producers have made about how to represent men
- how far the representation of men is similar in the two magazines
- how far the representation of men is different in the two magazines.

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[illegible]

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

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

**Media Industries**

3. (a) Name the radio station that broadcasts *The Archers*. [1]

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- (b) Give **two** ways audiences can listen to *The Archers*. [2]

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- (c) Briefly explain the difference between a public service radio broadcaster and a commercial radio broadcaster. [4]

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- [10]



**Audiences**

4. (a) Identify **two** audiences for *The Sun* newspaper.

[2]

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(b) Briefly explain how newspaper websites attract audiences.

[4]

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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.

(c) Explain why audiences read **print** newspapers.

Refer to *The Sun* newspaper and the Uses and Gratifications theory in your answer.

[12]

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**GCSE**

**C680U10-1A**



S23-C680U10-1A



**TUESDAY, 16 MAY 2023 – AFTERNOON**

**MEDIA STUDIES**

**Component 1**

**Print resources for use with Section A**

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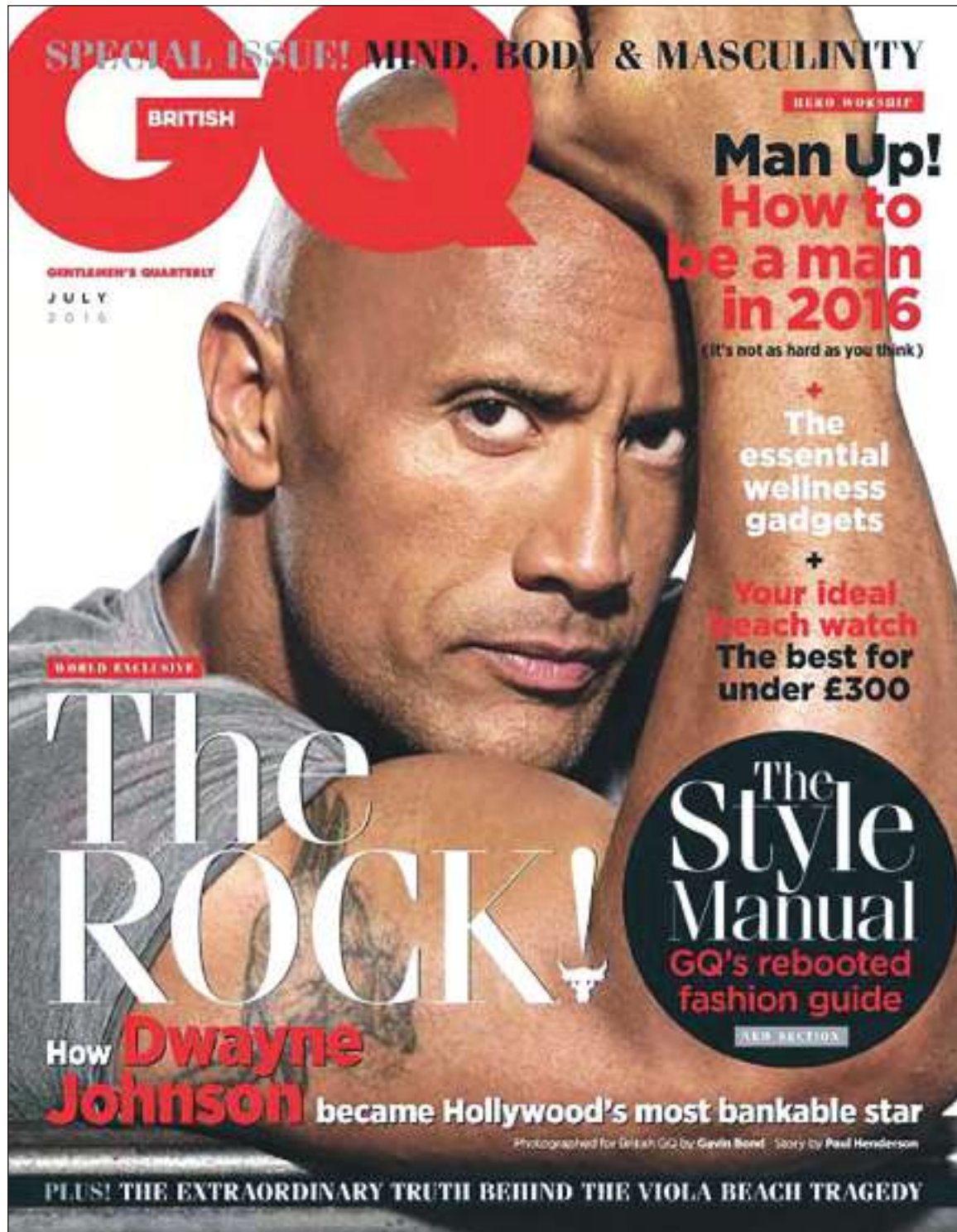
**Resource A: *Spectre* film poster**

To be used with Question 1



Resource B: GQ magazine cover (2016)

To be used with Question 2(b)



**Resource C: GQ magazine cover (2021)**

To be used with Question 2(b)



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