



**GCSE**

3680U10-1



Z22-3680U10-1

**WEDNESDAY, 25 MAY 2022 – AFTERNOON**

**MEDIA STUDIES – Unit 1**

**Exploring the Media**

1 hour 30 minutes

### **ADDITIONAL MATERIALS**

A WJEC pink 16-page answer booklet.

### **INSTRUCTIONS TO CANDIDATES**

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

Answer **all** questions in Sections A **and** Section B.

Write your answers in the separate answer booklet provided, following the instructions on the front of the answer booklet.

Use both sides of the paper. Write only within the white areas of the booklet.

Write the question number in the two boxes in the left hand margin at the start of each answer,

e.g. 

|   |   |
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| 0 | 1 |
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### **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 45 minutes on Section A and approximately 45 minutes on Section B. You should use relevant theories and relevant subject-specific terminology where appropriate.

### Section A: Representations – advertising, video games and newspapers

Study the newspaper front page shown opposite and then answer **question 1** below.

The newspaper shown opposite is for the *South Wales Echo* published on August 10<sup>th</sup> 2018. It features the homecoming event for Geraint Thomas, winner of the 2018 Tour De France cycle race, upon his return to Wales.

- |   |   |
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| 0 | 1 |
|---|---|
- a) Identify and describe **the camera shot** used on the newspaper front page. [2]
- b) Briefly describe how written language is used to represent this event. [5]
- c) Explore how visual features (e.g. colour, positioning, layout) are used to represent this event. [8]
- d) Compare the representation of **one event** you have studied with the representation of this event. [15]

In your answer you may refer to how both:

- construct representations
- communicate viewpoints and ideas
- convey messages and values

### Section B: Music

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|---|---|
- a) Identify **one** media platform where audiences can view music videos. [1]
- b) Briefly explain why music videos are important to music producers. [4]
- c) Briefly explain why music artists or bands use social media. [5]
- |   |   |
|---|---|
| 0 | 3 |
|---|---|
- Explain how genre codes and conventions are used in one radio music programme you have studied. [10]
- |   |   |
|---|---|
| 0 | 4 |
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- Explore how a music artist or band is represented in one music magazine you have studied. [10]

**END OF PAPER**

Resource material – Newspaper front page from the *South Wales Echo* on Friday August 10th, 2018.

To be used with Section A, question 1.

