



GCSE – NEW

3680U10-1



S19-3680U10-1

MEDIA STUDIES – Unit 1
Exploring the Media

MONDAY, 3 JUNE 2019 – AFTERNOON

1 hour 30 minutes

ADDITIONAL MATERIALS

- A WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

General

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

Use black ink or black ball-point pen.

Answers to all the questions must be written in the separate answer booklet provided.

Write your name, centre number and candidate number in the spaces at the top of answer booklet.

At the end of the examination, the 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 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 video game poster shown opposite and then answer **question 1** below.

The video game poster is for the Real Time strategy game 'Emergency 2017' produced by Deep Silver.

1. (a) Briefly describe how **one** man is represented in the poster for *Emergency 2017*. [2]
 - (b) Briefly explain how the design and layout is used in this video game poster. [5]
 - (c) Explore how mise-en-scène (settings, locations, costume, props) is used to represent men in this video game poster. [8]
 - (d) Compare the representation of men in **one** contemporary video game cover you have studied **and** the *Emergency 2017* video game poster.
- In your answer you may refer to how both use:
- characters
 - stereotypes
- [15]

SECTION B: Music

2. (a) Identify **one** way in which digital technology is used by audiences to listen to music. [1]
- (b) Briefly outline why music radio programmes are important to artists and bands. [4]
- (c) Briefly explain how **one** music radio programme you have studied appeals to audiences. [5]
3. Explore how **one** contemporary artist or band you have studied is represented on social media. [10]
4. Explain how camerawork **and** editing are used in **one** historical music video you have studied. [10]

END OF PAPER

Resource material – Video game poster for *Emergency 2017*, produced by Deep Silver

To be used with Section A, question 1

