



GCSE

3680U10-1



S24-3680U10-1

MONDAY, 13 MAY 2024 – AFTERNOON

MEDIA STUDIES – Unit 1

Exploring the Media

1 hour 30 minutes

ADDITIONAL MATERIALS

A WJEC pink 16-page answer booklet.

Resource Material: *Daily Express* newspaper cover for use with Question

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INSTRUCTIONS TO CANDIDATES

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

Answer **all** questions in Section 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,

for example

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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 in the Resource Material and then answer **Question**

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The newspaper front page is from the *Daily Express* on Friday, 3 June 2022 which focuses on the Queen's Platinum Jubilee.

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- a) Identify **one camera shot** on the newspaper front page and briefly describe how it is used. [2]
- b) Briefly explain how images on the front page are used to represent this event. [5]
- c) Explore how written language is used on the front page to represent this event. [8]
- d) Compare the representation of an **event** in **one** newspaper you have studied with the representation of the Queen's Jubilee in the resource material.
- In your answer, you should refer to how both:
- construct representations
 - convey viewpoints, values, and beliefs. [15]

Section B: Music

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- a) Name the radio music programme you have studied. Identify **one** target audience for this radio programme. [1]
- b) Briefly explain how the radio music programme you have studied targets **one** key audience. [3]
- c) Select **one** music magazine front cover you have studied. Explain how it attracts audiences. [6]
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- Explore how the gender of **one** music artist or band is represented in **one contemporary music video** you have studied. [10]
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- Explain how social media is important to a music artist or band you have studied. [10]

END OF PAPER