ADDITIONAL SPECIMEN MATERIAL

Please write clearly, in block capitals.

Centre number | | | | | | Candidate number | | | | |

Surname _____

Forename(s) _____

Candidate signature _____

GCSE
MEDIA STUDIES

Media One

Date of exam Morning Time allowed: 1 hour 30 minutes

Instructions
- Use black ink or black ball point pen.
- Answer **all** questions.
- You must answer the questions in the spaces provided.
- Do all rough work in this book. Cross through any work that 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.

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Section A – Media Language and Media Representations

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

Figure 1 shows an *Adidas* print advertisement.

Figure 1

This image has been removed for copyright purposes but can be accessed by following this link:

Adidas print advertisement

0 1 The *Adidas* print advertisement in **Figure 1** has the slogan '*Impossible is Nothing*'.

Which **one** of these codes is this an example of?

[1 mark]

A Action code ⬭

B Non-verbal code ⬭

C Post-production code ⬭

D Verbal code ⬭

0 2 Analyse the *Adidas* print advertisement (**Figure 1**) to show how connotations communicate meaning.

[12 marks]

0 3 . 1 Analyse the narrative structure of the NHS online video *Represent* (Close Study Product).

[8 marks]

Question 3 continues on the next page

0 3 . 2 Explain how marketing campaigns reflect the social and cultural contexts in which they are produced. Answer with reference to the NHS online video *Represent* (Close Study Product).

[12 marks]

Turn over for the next question

0 4 **Figure 2** shows a cover of *OK!* magazine.

Figure 2

This image has been removed for copyright purposes but can be accessed by following this link:

OK! magazine cover

0 4 . 1 Identify **two** conventions of magazine front covers used by *OK!* (**Figure 2**).

[2 marks]

1.

2.

0 4 . 2 Explain how masculinity is represented on the front cover of *OK!* (**Figure 2**).

[6 marks]

0 5 Advertisers often construct a nostalgic representation of the past to appeal to a target audience.

How is this done in the television advertisement for *Galaxy* (Close Study Product)?

[6 marks]

Section B – Media Audiences and Media Industries

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

0 6 Briefly explain what is meant by vertical integration.

[2 marks]

Turn over for the next question

0 7 Explain the uses and gratifications available to audiences of online media products. Answer with reference to *Zoella* (Close Study Product).

[9 marks]

0 8 Explain how the convergence of different media forms and technologies enables advertisers to promote brands.

[6 marks]

Turn over for the next question

0 9 Low budget and independent film productions cannot hope to compete with Hollywood blockbusters.

How far do you agree with this statement?

In your answer you **must** consider:

- *Dr Strange* (2016) and *I, Daniel Blake* (2016)
- film funding, income and expenditure
- marketing and distribution.

[20 marks]

END OF QUESTIONS