



Please write clearly in block capitals.

Centre number

--	--	--	--	--

Candidate number

--	--	--	--

Surname

Forename(s)

Candidate signature

I declare this is my own work.

A-level MEDIA STUDIES

Paper 1 Media One

Monday 19 May 2025

Afternoon

Time allowed: 2 hours

Materials

There are no other materials for this paper.

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for each question 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.
- This paper is divided into two sections.
- Question **04** is an extended response question in which you will be rewarded for your ability to construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
TOTAL	



J U N 2 5 7 5 7 2 1 0 1

Section A**Media Language and Media Representations**

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

0	1
---	---

Figure 1 is an advertisement for the National Trust.

The National Trust is a conservation charity which protects important buildings and the countryside.

Figure 1

Figure 1 cannot be reproduced here due to third-party copyright restrictions.

The advertisement can be viewed at:

https://martincleave.com/wp-content/uploads/2016/06/national_trust_v2_1400@2x.jpg



[8 marks]

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

8

Turn over ►



[12 marks]

[illegible]

12



[9 marks]

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

9

Turn over ►



[20 marks]

[illegible]

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

20

Section B**Media Industries and Media Audiences**Answer **all** questions in the spaces provided.**0 5**

Briefly explain the following terms which relate to 'End of audience' theories.

[6 marks]

Digital natives _____

Convergence _____

Prosumer _____

6

[9 marks]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

9

Turn over ►

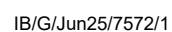


[20 marks]

[illegible]

[illegible]

20



There are no questions printed on this page

*Do not write
outside the
box*

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**



*Do not write
outside the
box*

[illegible]

There are no questions printed on this page

*Do not write
outside the
box*

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**

Copyright information

For confidentiality purposes, all acknowledgements of third-party copyright material are published in a separate booklet. This booklet is published after each live examination series and is available for free download from www.aqa.org.uk

Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright-holders may have been unsuccessful and AQA will be happy to rectify any omissions of acknowledgements. If you have any queries please contact the Copyright Team.

Copyright © 2025 AQA and its licensors. All rights reserved.



1 6



2 5 6 A 7 5 7 2 / 1

IB/G/Jun25/7572/1