



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

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Forename(s)

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Candidate signature

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I declare this is my own work.

# GCSE

# MEDIA STUDIES

## Paper 1 Media One

Wednesday 14 May 2025

Afternoon

Time allowed: 1 hour 30 minutes

### Materials

You will need no other materials.

### 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 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.

| For Examiner's Use |      |
|--------------------|------|
| Question           | Mark |
| 1                  |      |
| 2                  |      |
| 3                  |      |
| 4                  |      |
| 5                  |      |
| 6                  |      |
| 7                  |      |
| 8                  |      |
| 9                  |      |
| <b>TOTAL</b>       |      |



J U N 2 5 8 5 7 2 1 0 1

**Section A – Media Language and Media Representations**

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

You are advised to spend around **60** minutes on this section.

**Figure 1**

IKEA advertisement

**Figure 1 not reproduced here due to third-party copyright restrictions.**



Only **one** answer per question is allowed.

For each question completely fill in the circle alongside the appropriate answer.

CORRECT METHOD



WRONG METHODS



If you want to change your answer you must cross out your original answer as shown.



If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown.



0 1

The image of the sheet in **Figure 1** is an example of which of the following?

Shade **one** circle only.

[1 mark]

**A** Anchorage



**B** Non-verbal code



**C** Paralanguage



**D** Verbal code



1

Turn over for the next question

Turn over ►



Analyse the IKEA advertisement (**Figure 1**) to show how design and layout communicate meaning.

[illegible]

**Turn over for the next question**

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box*

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ANSWER IN THE SPACES PROVIDED**

**Turn over ►**



0 5

Figure 2

OMO print advert from *Woman's Own* magazine, 5 May 1955 (Close Study Product)



**WHITENESS ALONE WON'T DO!**

# OMO makes whites Bright!

**"This'll shake you, Mother!"**

Fancy saying all washing powders were the same! You can't say that any more—not after you've seen Omo-brightness. Whites boiled with Omo are more than clean and white. They're bright. Actually *bright!*"

Yes, she's right about Omo. This wonderful new detergent really does add brightness to whiteness.

This exciting new Omo-brightness puts ordinary whiteness completely in the shade. Many powders get things clean and white. Omo does this—and much more. Omo-boiled whites are clean, white and bright as well! Yes, brilliantly *bright!*

Today millions of women insist on this extra Omo-brightness, every washday. One packet—and you'll be an Omo fan, too!

**OMO adds Brightness to whiteness**

HUDSON & KNIGHT LTD. O-9-1185



**[8 marks]**

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.

8

**Turn over for the next question**

**Turn over ►**



Analyse the OMO advertisement (**Figure 2**) to show how verbal codes are used to persuade audiences to buy the product.

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

6



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box*

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ANSWER IN THE SPACES PROVIDED**

**Turn over ►**



**Figure 3**

*Tatler* magazine front cover (Close Study Product)

**Figure 3 not reproduced here due to third-party copyright restrictions.**



**0 5 . 1** State **two** conventions of magazine front covers.

**[2 marks]**

Convention 1 \_\_\_\_\_

\_\_\_\_\_

Convention 2 \_\_\_\_\_

\_\_\_\_\_

**0 5 . 2** Explain how magazine covers use enigma codes to appeal to audiences.

Answer with reference to the *Tatler* front cover (Close Study Product) (**Figure 3**).

**[6 marks]**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

**Question 5 continues on the next page**

**Turn over ►**



Explain how social and cultural contexts influence the representations that appear on magazine front covers.

**[12 marks]**

[illegible]

20



### Section B – Media Audiences and Media Industries

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

You are advised to spend around **30** minutes on this section.

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box*

|   |   |
|---|---|
| 0 | 6 |
|---|---|

State **two** advantages a film gains from being made by a conglomerate.

**[2 marks]**

Advantage 1 \_\_\_\_\_

\_\_\_\_\_

Advantage 2 \_\_\_\_\_

\_\_\_\_\_

|   |
|---|
| 2 |
|---|

**Turn over for the next question**

**Turn over ►**



**[6 marks]**

[illegible]

6



**[9 marks]**

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9

**Turn over ►**



'Social media influencers with millions of followers are positive role models for audiences.'

Answer with reference to:

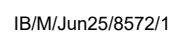
- the ways in which audiences may interpret the same media products very differently
- the social and cultural contexts of social media
- *Kim Kardashian* and *Marcus Rashford* (Close Study Products).

**[20 marks]**

[illegible]

This image shows a single sheet of white paper with horizontal blue 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.

**END OF QUESTIONS**



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ANSWER IN THE SPACES PROVIDED**





