

Surname	Centre Number	Candidate Number
First name(s)		0



GCSE

C680U10-1



O21-C680U10-1



TUESDAY, 16 NOVEMBER 2021 – AFTERNOON

MEDIA STUDIES

Component 1

Exploring the Media

1 hour 30 minutes

ADDITIONAL MATERIALS

- Resource A: *The Man with the Golden Gun* film poster for use with Question 1
- Resource B: *The Sun* newspaper front page for use with Question 2(b)
- Resource C: *Daily Mirror* newspaper front page for use with Question 2(b)

INSTRUCTIONS TO CANDIDATES

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

Answer **all** questions in **Section A and Section B** in this answer booklet.

Write your name, centre number and candidate number in the spaces at the top of this page.

If you run out of space, use the additional pages at the back of the booklet, taking care to number the question(s) correctly. At the end of the examination, this 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 **55 minutes on Section A**, including 10 minutes to study the print resources, and approximately **35 minutes on Section B**.

You should use relevant subject-specific terminology and relevant theories where appropriate.

Question **2(b)** 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.

Question **3(c)** provides an opportunity to draw together knowledge and understanding from across the full course of study. You will be rewarded for drawing together knowledge and understanding of different areas of the theoretical framework and media contexts.



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SECTION A: EXPLORING MEDIA LANGUAGE AND REPRESENTATION*Answer all parts of Questions 1 and 2.***Media Language**

Question 1 is based on The Man with the Golden Gun film poster (1974) from the set products. Use Resource A when answering the question.

1. Explore how *The Man with the Golden Gun* film poster creates meanings through the use of:

(a) colour

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(b) genre conventions

[10]

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Representation

2. (a) Explain how contexts influence newspapers.
Refer to *The Sun* to support your points.

[5]

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Question 2(b) is based on the following:

- Resource B: *The Sun* newspaper front page from the set products (12 June 2018)
- Resource C: *Daily Mirror* newspaper front page (16 January 2019)

Study Resources B and C carefully and use **both** front pages when answering the question.

- (b) Compare the messages in *The Sun* and *Daily Mirror* front pages.

[25]

In your answer, you must consider:

- how viewpoints are represented in the two front pages
- how far the messages are similar in the two front pages
- how far the messages are different in the two front pages.

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SECTION B: EXPLORING MEDIA INDUSTRIES AND AUDIENCES

Answer all parts of Questions 3 and 4.

Media Industries

3. (a) Name the company that produces *Fortnite*.

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- (b) Explain how video games are marketed.
Refer to *Fortnite* to support your points.

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(c) Explain how video games make money for their producers. Refer to *Fortnite* to support your points.

[12]





Audiences

4. (a) Briefly explain how radio programmes are aimed at specialised audiences.
Refer to *The Archers* to support your points.

[4]

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- (b) Explain how audiences actively engage with radio programmes.
Refer to *The Archers* to support your points.

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