

Surname	Centre Number	Candidate Number
First name(s)		0



GCSE

C680U10-1



TUESDAY, 3 NOVEMBER 2020 – AFTERNOON

MEDIA STUDIES

Component 1

Exploring the Media

1 hour 30 minutes

ADDITIONAL MATERIALS

- Resource A: *The Guardian* front page for use with Question 1
- Resource B: *The Man with the Golden Gun* film poster for use with Question 2(a) and Question 2(b)
- Resource C: *Holding The Man* film poster 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.

At the end of the examination, this answer booklet must be handed to the invigilator. If you run out of space, use the additional pages at the back of the booklet, taking care to number the question(s) correctly.

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 4(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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Answer **all** parts of Questions 1 and 2.

Question 1 is based on the front page of The Guardian newspaper from the set products. Use Resource A when answering the question.

- (a) images

[5]

- (b) text / written language

[5]



(c) layout and design.

[5]



Representation

2. (a) Explain how cultural context influences film posters. Refer to the film poster for *The Man with the Golden Gun* (Resource B) to support your points. [5]

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Question 2(b) is based on the following:

- *Resource B, film poster for The Man with the Golden Gun from the set products.*
- *Resource C, film poster for Holding The Man.*

*Study Resources B and C carefully and use **both** film posters when answering the question.*

- (b) Compare the representation of men in the film posters for *The Man with the Golden Gun* **and** *Holding The Man*. [25]

In your answer, you must consider:

- the choices the producers have made about how to represent men
- how far the representation of men is similar in the two film posters
- how far the representation of men is different in the two film posters.

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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 organisation that regulates video games in Europe. [1]

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- (b) Briefly explain the effect of regulation on *Pokémon Go*. [4]

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- (c) How do websites enable video games to reach audiences around the world? Refer to the *Pokémon* website to support your points. [12]

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Audiences

4. (a) Identify **two** different audiences for *The Archers*.

[2]

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(b) Briefly explain **two different** ways in which audiences for *The Archers* can listen to the programme.

[4]

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In Question 4(c), you will be rewarded for drawing together knowledge and understanding from across your full course of study, including different areas of the theoretical framework and media contexts.

(c) Explain how audiences use radio programmes to meet their needs. Refer to *The Archers* to support your points.

[12]

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