



GCSE

3680U10-1

WEDNESDAY, 25 MAY 2022 – AFTERNOON

MEDIA STUDIES – Unit 1

Exploring the Media

1 hour 30 minutes plus your additional time allowance

ADDITIONAL MATERIALS

A WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

Use black ink, black ball-point pen or your usual method.

Answer ALL questions in Sections A AND Section B.

Write your answers in the separate answer booklet provided, following the instructions on the front of the answer booklet.

Use both sides of the paper. Write only within the white areas of the booklet.

Write the question number in the left-hand margin at the start of each answer.

(Turn over)

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 45 minutes on Section A and approximately 45 minutes on Section B. You should use relevant theories and relevant subject-specific terminology where appropriate.

**SECTION A: REPRESENTATIONS – ADVERTISING,
VIDEO GAMES AND NEWSPAPERS**

Study the newspaper front page shown opposite and then answer QUESTION 1 below.

The newspaper shown opposite is for the South Wales Echo published on August 10th 2018. It features the homecoming event for Geraint Thomas, winner of the 2018 Tour De France cycle race, upon his return to Wales.

01 (a)

Identify and describe THE CAMERA SHOT used on the newspaper front page. [2 marks]

(b) Briefly describe how written language is used to represent this event. [5 marks]

(c) Explore how visual features (e.g. colour, positioning, layout) are used to represent this event. [8 marks]

(Turn over)

01 (d)

Compare the representation of ONE EVENT you have studied with the representation of this event.

[15 marks]

In your answer you may refer to how both:

- **construct representations**
- **communicate viewpoints and ideas**
- **convey messages and values**

SECTION B: MUSIC

02 (a)

Identify ONE media platform where audiences can view music videos. [1 mark]

(b) Briefly explain why music videos are important to music producers. [4 marks]

(c) Briefly explain why music artists or bands use social media. [5 marks]

(Turn over)

- 03. Explain how genre codes and conventions are used in one radio music programme you have studied. [10 marks]**
- 04. Explore how a music artist or band is represented in one music magazine you have studied. [10 marks]**

END OF PAPER



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**Description of Visual Material for
Modified Large Print Version**

The Resource Material is a newspaper front page from the SOUTH WALES ECHO on Friday August 10th, 2018.

To be used with Section A, question 1.

DESCRIPTION OF THE NEWSPAPER FRONT PAGE

The top quarter of the page contains the newspaper title and, above that, a line of text about other sporting events. The bottom quarter of the page contains a single word headline in capital letters across the page and a further sentence in smaller capitals about the headline.

In the centre of the page we can see Geraint Thomas on his racing bike cycling directly towards the camera. He is about 10 metres away and he is smiling. On his right there are two children, also on bikes, accompanying him. There is another cyclist on his left whose face is obscured. Behind Thomas we can see the blurred faces of many spectators, some with cameras.

Thomas is wearing a bright yellow jersey and yellow helmet. The other cyclists are wearing blue outfits and blue helmets.

(Turn over)

TEXT

Above the newspaper title at the top of the page:

**BLUEBIRDS LAND TWO DEADLINE DAY SIGNINGS:
SPORT**

Centred at the top of the page:

**SOUTH WALES
ECHO**

The name 'ECHO' is in a frame in very large capital letters, which are coloured white against a bright yellow background.

Under the newspaper title in small print:

**FRIDAY, AUGUST 10 2018 YOUR CITY, YOUR PRIDE,
YOUR PASSION, YOUR ECHO 75p**

Across the bottom of the page in very large capital letters, coloured white against the picture of the cyclists:

FANTASTIQUE!

Under this headline in smaller capitals:

**THOUSANDS TURN OUT IN CARDIFF TO WELCOME
TOUR DE FRANCE CHAMPION GERAINT THOMAS
HOME PAGES 4&5**

Resource material – Newspaper front page from the SOUTH WALES ECHO on Friday August 10th, 2018.

To be used with Section A, question 1.

BLUEBIRDS LAND TWO DEADLINE DAY SIGNINGS: SPORT

SOUTH WALES
ECHO

FRIDAY, AUGUST 10, 2018 YOUR CITY, YOUR PRIDE, YOUR PASSION, YOUR ECHO 75p



FANTASTIQUE!

THOUSANDS TURN OUT IN CARDIFF TO WELCOME TOUR DE FRANCE CHAMPION GERAINT THOMAS HOME **PAGES 4&5**