



Surname _____

Forename(s) _____

Centre Number _____

Candidate Number _____

Candidate Signature _____

I declare this is my own work.

A-level

MEDIA STUDIES

Paper 1 Media One

7572/1

Monday 20 May 2024 Afternoon

Time allowed: 2 hours

[Turn over]



J U N 2 4 7 5 7 2 1 0 1

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On the front of this book, write your surname and forename(s), your centre number, your candidate number and add your signature.

MATERIALS

There are no other materials for this paper.

INSTRUCTIONS

- **Use black ink or black ball-point pen.**
- **Answer ALL questions.**
- **You must answer the questions in the spaces provided. Do not write on blank pages.**

[Turn over]



- **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.**

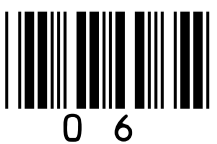


- **Question 04 is an extended response question in which you will be rewarded for your ability to construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.**

DO NOT TURN OVER UNTIL TOLD TO DO SO



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SECTION A

Media Language and Media Representations

Answer ALL questions in the spaces provided.

0	1
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FIGURE 1, on page 8, is an advertisement for Omega watches which refers to the film 'Skyfall', part of the James Bond spy thriller franchise.

[Turn over]



FIGURE 1

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

**The advertisement can be viewed at:
<https://www.fratellowatches.com/best-omega-watches-daniel-craig-james-bond-era/#gref>**



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[Turn over]



0 2

Explain how the audience positioning techniques used to advertise products reflect historical and cultural contexts.

You should refer to the advertisement for Omega watches in FIGURE 1, on page 8, and the advertising Close Study Product ‘Score’ to support your answer.

[12 marks]

[Turn over]

9



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[Turn over]



SECTION B**Media Industries and Media Audiences**

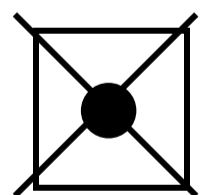
Answer ALL questions in the spaces provided.

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

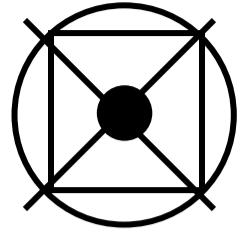
CORRECT METHOD 

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.



[Turn over]



05.1

Which THREE of the following terms are associated with Curran and Seaton's ideas about power and media industries?

Shade THREE circles only. [3 marks]

A cognitive surplus

B deregulation

C globalisation

D mainstreaming

E mass amateurisation

F media concentration



0 5 . 2

Briefly explain the media term ‘textual poaching’.

Give an example of textual poaching from the media. [3 marks]

[Turn over]

6



9



07

How far do you agree that identifying and then addressing a target audience is vital to a media product's success?

**You should refer to the Close Study Products 'The War of the Worlds' and 'Newsbeat' to support your answer.
[20 marks]**

[Turn over]



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Question	Mark
1	
2	
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TOTAL	

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3 8



2 4 6 A 7 5 7 2 / 1