



**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**

**At the top of the page, write your surname and forename(s), your centre number, your candidate number and add your signature.**

**[Turn over]**



**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.**
- **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**



**SECTION A****Media Language and Media Representations**

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

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



**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>**

**[Turn over]**



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9











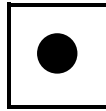


**SECTION B****Media Industries and Media Audiences**

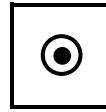
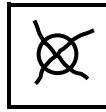
**Answer ALL questions in the spaces provided.**

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

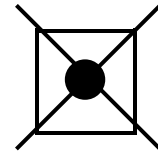
**CORRECT METHOD**



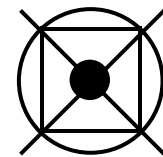
**WRONG METHODS**



**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.**



**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**

**[Turn over]**



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**Briefly explain the media term 'textual poaching'.**

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

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[Turn over]

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For Examiner's Use	
Question	Mark
1	
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7	
<b>TOTAL</b>	

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