



GCSE

3680U10-1



S23-3680U10-1

TUESDAY, 16 MAY 2023 – AFTERNOON

MEDIA STUDIES – Unit 1
Exploring the Media

1 hour 30 minutes

ADDITIONAL MATERIALS

A WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

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

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 two boxes in the left hand margin at the start of each answer,

for example,

0	1
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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 advertisement shown opposite and then answer **question 1** below.

This magazine advertisement from 1957 is for Pepsi-Cola.

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|---|---|--|------|
| 0 | 1 | a) Briefly describe the woman's costume in this advertisement. | [2] |
| | | b) Briefly describe how the woman is represented in this advertisement. | [3] |
| | | c) Briefly explain how design and layout are used in this advertisement. | [5] |
| | | d) Compare how gender is represented in this advertisement and in one contemporary advertisement you have studied. | [20] |

In your answer you may refer to how both use:

- visual codes
- stereotypes

Section B: Music

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|---|---|--|-----|
| 0 | 2 | a) Identify one way a music magazine promotes an artist or band. | [1] |
| | | b) Outline two interactive features used by the website of the music magazine you have studied. | [4] |
| | | c) Briefly explain how social media is used to promote an artist or band you have studied. | [5] |
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- | | | | |
|---|---|--|------|
| 0 | 3 | Explore how the music radio programme you have studied targets its audience. Refer to a specific radio programme in your answer. | [10] |
|---|---|--|------|
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- | | | | |
|---|---|--|------|
| 0 | 4 | Explore how women are represented in one music video you have studied. | [10] |
|---|---|--|------|

END OF PAPER

Resource material – Magazine advertisement for Pepsi-Cola from 1957.

To be used with Section A, question 1.

Enjoy the modern
Light refreshment

Isn't the looking as nice as the listening with a modern woman around? She knows that slim beauty depends on eating habits — and so she makes lighter, less-filling food and drink a pleasant daily rule. Today's Pepsi-Cola, reduced in calories, goes right along with this sensible trend in diet. Never heavy, never too sweet, it refreshes without filling. Go on record for *light refreshment* — say "Pepsi, please"!

Pepsi-Cola
refreshes without filling

