



GCSE

3680U10-1

MONDAY, 13 MAY 2024 – 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.

Resource Material: Daily Express newspaper cover for use with Question 01.

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.

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

Write the question number(s) 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 in the Resource Material and then answer QUESTION 01.

The newspaper front page is from the Daily Express on Friday, 3 June 2022 which focuses on the Queen’s Platinum Jubilee.

01 (a)

Identify ONE CAMERA SHOT on the newspaper front page and briefly describe how it is used. [2 marks]

(b) Briefly explain how images on the front page are used to represent this event. [5 marks]

(c) Explore how written language is used on the front page to represent this event. [8 marks]

(d) Compare the representation of an EVENT in ONE newspaper you have studied with the representation of the Queen’s Jubilee in the resource material.

In your answer, you should refer to how both:

- construct representations**
- convey viewpoints, values, and beliefs. [15 marks]**

(Turn over)

SECTION B: MUSIC

02 (a)

Name the radio music programme you have studied. Identify ONE target audience for this radio programme. [1 mark]

(b) Briefly explain how the radio music programme you have studied targets ONE key audience.

[3 marks]

(c) Select ONE music magazine front cover you have studied. Explain how it attracts audiences.

[6 marks]

03 Explore how the gender of ONE music artist or band is represented in ONE CONTEMPORARY MUSIC VIDEO you have studied. [10 marks]

04 Explain how social media is important to a music artist or band you have studied. [10 marks]

END OF PAPER