



GCSE – NEW

3680U10-1

MONDAY, 3 JUNE 2019 – AFTERNOON

MEDIA STUDIES – UNIT 1

Exploring the Media

**1 hour 30 minutes plus your additional
time allowance**

ADDITIONAL MATERIALS

A description of the Resource material to be used with Section A, question 1, will be found on Pages 8 and 9 of this booklet. An enlarged copy of the original picture is also supplied.

You may write your answers in a WJEC pink 16-page booklet.

You may also write your answers on a separate answer sheet if preferred.

INSTRUCTIONS TO CANDIDATES

GENERAL

Answer ALL questions in Section A AND Section B.

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

Answers to all the questions must be written on the separate answer booklet provided or on a separate answer sheet if preferred.

Write your name, centre number and candidate number in the spaces at the top of all answer booklets or on any separate answer sheets if used.

Write the question number at the start of each answer.

At the end of the examination, the answer booklet must be handed to the invigilator.

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 plus your additional time on Section A, and approximately 40 minutes plus your additional time 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 video game poster and the
description of the poster on Page 8
and 9 and then answer QUESTION 1.**

**The video game poster is for the Real
Time strategy game ‘EMERGENCY
2017’ produced by Deep Silver.**

- 1(a) Briefly describe how ONE man is represented in the poster for EMERGENCY 2017. [2 marks]**
- (b) Briefly explain how the design and layout is used in this video game poster. [5 marks]**
- (c) Explore how mise-en-scène (settings, locations, costume, props) is used to represent men in this video game poster. [8 marks]**
- (d) Compare the representation of men in ONE contemporary video game cover you have studied AND the EMERGENCY 2017 video game poster.**
- In your answer you may refer to how both use:**
- characters**
 - stereotypes [15 marks]**

SECTION B: Music

- 2(a) Identify ONE way in which digital technology is used by audiences to listen to music. [1 mark]**
- (b) Briefly outline why music radio programmes are important to artists and bands. [4 marks]**
- (c) Briefly explain how ONE music radio programme you have studied appeals to audiences. [5 marks]**
- 3. Explore how ONE contemporary artist or band you have studied is represented on social media. [10 marks]**
- 4. Explain how camerawork AND editing are used in ONE historical music video you have studied. [10 marks]**

The Resource material is a Video game poster for EMERGENCY 2017, produced by Deep Silver.

To be used with Section A, question 1.

DESCRIPTION OF POSTER

On the left there is a close-up of a male fire fighter.

He is wearing a heavy coat and unfastening the strap on his helmet.

On the right there is a tram which has been involved in a crash. The tram is on fire and the windows are smashed. Thick smoke and flames are coming out of the crashed tram. In front of the tram a male worker is giving first aid to an injured person lying on the ground. Two soldiers are standing holding weapons and looking away from the burning tram.

TEXT

**In the top left hand corner:
PC DIGITAL**

**Across the top of the poster:
EMERGENCY 2017**

**In the bottom right hand corner:
sixteen tons entertainment**

END OF PAPER

PC DIGITAL

EMERGENCY 2017

sixteen tons
entertainment