

Please write clearly in block capitals.

Centre number

Candidate number

Surname _____

Forename(s) _____

Candidate signature _____

I declare this is my own work.

GCSE MEDIA STUDIES

Paper 1 Media One

Time allowed: 1 hour 30 minutes

Materials

You will need no other materials.

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or 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 questions 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.
- Question **09** requires an extended response. You will be assessed on the quality of your written response, including the ability to construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
9	
TOTAL	

Section A – Media Language and Media Representations

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

You are advised to spend around **60** minutes on this section.

Figure 1

True magazine front cover featuring Wiz Khalifa.

Figure 1 not reproduce here due to third-party copyright restrictions.

Image can be viewed at: <https://www.mydigitalpublication.com/publication/?i=67631>

Only **one** answer per question is allowed.

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

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. 

0 1

In the photographic image on the cover of True magazine (**Figure 1**), Wiz Khalifa is wearing ear jewellery.

What does this denote? (shade one lozenge only).

[1 mark]

- | | |
|---------------------------|--------------------------|
| A Celebrity | <input type="checkbox"/> |
| B Hip hop music | <input type="checkbox"/> |
| C Pair of earrings | <input type="checkbox"/> |
| D Wealth | <input type="checkbox"/> |

Turn over for the next question

Turn over ►

Figure 2

Front cover of *Tatler* from January 2021 (Close Study Product)

Figure 2 not reproduced here due to third-party copyright restrictions.

Image can be viewed at: <https://www.tatler.com/article/marchioness-of-bath-emma-weymouth-january-2021-cover>

Turn over ►

Figure 3

Advert for OMO (Close Study Product)

WHITENESS ALONE WON'T DO!

OMO makes whites Bright!



“This’ll shake you, Mother!
Fancy saying all washing powders were the same! You can’t say that any more—not after you’ve seen Omo-brightness. Whites boiled with Omo are more than clean and white. They’re bright. Actually *bright!*”
Yes, she’s right about Omo. This wonderful new detergent really does add brightness to whiteness.

This exciting new Omo-brightness puts ordinary whiteness completely in the shade. Many powders get things clean and white. Omo does this—and much more. Omo-boiled whites are clean, white and bright as well! Yes, brilliantly *bright!*
Today millions of women insist on this extra Omo-brightness, every washday. One packet—and you’ll be an Omo fan, too!

OMO adds BRIGHTNESS to WHITENESS

OMO adds Brightness to whiteness

HUGGON & KNIGHT LTD.

Turn over ►

0 4 . **1** What do the following elements of the OMO advertisement (**Figure 3**) connote:

- a) the woman's rolled up sleeve
- b) the woman's facial expression?

[2 marks]

a) _____

b) _____

0 4 . **2** Why do advertisers use stereotypes? Answer with reference to the OMO advertisement in **Figure 3**.

[6 marks]

There are no questions printed on this page

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**

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Figure 3: © Retro AdArchives / Alamy Stock Photo

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