



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

I declare this is my own work.

GCSE MEDIA STUDIES

Paper 1 Media One

Monday 13 May 2024

Afternoon

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	



J U N 2 4 8 5 7 2 1 0 1

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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

How It Works magazine front cover (online version)

The magazine cover for 'How It Works' Issue 106 features a central image of James Bond in a tuxedo, holding a handgun. The main title 'HOW IT WORKS' is in large white letters at the top. Below it, the word 'GADGETS' is written in large white letters. The central theme is '007's HOW JAMES BOND'S INCREDIBLE TOYS COMPARE WITH TODAY'S TECHNOLOGY'. The cover is filled with various technological and scientific images: a classic car (FMP 7B), a robot dog, a stealth boat, a DBS spy defence, jet packs, an exploding watch, a submarine, a watch, a baby, a volcanic eruption, and a coral reef. Text on the cover includes 'FREE 2 eBooks, 2 POSTERS & WALLPAPERS', 'WIN KID'S CAMERAS WORTH £190', 'NEW LOOK!', 'CLIMATE CHANGE: THEN & NOW', 'TAP TO PLAY THE NO TIME TO DIE TRAILER', and 'WORLD'S DEADLIEST VOLCANIC ERUPTIONS'. A small 'FUTURE ISSUE 106' logo is also present.



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

Which of the following features demonstrates anchorage in **Figure 1**?

Shade **one** circle only.

[1 mark]

- A** The red font used for 'FREE' and 'WIN'. 
- B** The 'play' icon below 'TAP TO PLAY' linking to the *No Time To Die* trailer. 
- C** The image of Daniel Craig as James Bond. 
- D** The cover line '007's GADGETS'. 

1

Turn over for the next question

Turn over ►



Turn over for the next question

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outside the
box*

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ANSWER IN THE SPACES PROVIDED**

Turn over ►



Figure 2

Heat magazine front cover (Close Study Product)

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



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outside the
box*

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ANSWER IN THE SPACES PROVIDED**

Turn over ►



Section B – Media Audiences and Media Industries

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

You are advised to spend around **30** minutes on this section.

0 6

Film companies can go through changing patterns of ownership, including mergers and takeovers.

0 6 . 1

Define the term 'merger'.

[1 mark]

0 6 . 2

Define the term 'takeover'.

[1 mark]

2

Turn over for the next question

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There are no questions printed on this page

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outside the
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ANSWER IN THE SPACES PROVIDED**



