

Please write clearly, in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

GCSE MEDIA STUDIES

Media One

Date of Exam

Morning Time allowed: 1 hour and 30 minutes

Instructions

- Use black ink or black ball point pen.
- Answer **all** questions.
- You must answer the questions in the spaces provided.
- Do all rough work in this book. Cross through any work that 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 **9** 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.
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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

True magazine cover



© Mr DMH Viral Music Media

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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):

A Celebrity

B Hip hop music

C Pair of earrings

D Wealth

[1 mark]

Turn over for the next question

Figure 2 is a copy of the cover of your Close Study Product, *Tatler*.

Figure 2

Image of the front cover of *Tatler* magazine from April 2017 here.

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Analyse the narrative features of the front cover of *Tatler* magazine (Figure 2) in terms of Propp's theory.

[8 marks]

0 4

Figure 3 is your Close Study Product, the OMO advertisement.

Figure 3



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

38 HUDSON & KNIGHT LTD. © B-196

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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]

Turn over for the next question

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

Briefly explain what is meant by horizontal integration.

[2 marks]

END OF QUESTIONS