OXFORD AQA
INTERNATIONAL QUALIFICATIONS

INTERNATIONAL GCSE
MEDIA STUDIES
9257

Paper 1 Media knowledge and understanding

Specimen paper | 07:00 GMT | Time allowed: 2 hours

Materials
You will need no other materials.

Instructions
- Use black ink or black ball-point pen.
- 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 100.

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Section A
Analysing Media Products

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

Question 1 refers to the study sequence from the *Doctor Who* episode Kerblam! (dir Perrott 2018)

The study sequence is as follows:

Start: 00.30 Final opening title on screen: 'KERBLAM! Written by Pete McTighe'
Finish: 02.52 Outside the warehouse. Doctor says, "We're going undercover. Chop chop."

---

0 1 . 1 Define the term 'genre convention'.

[2 marks]

_____

_____

_____

_____

0 1 . 2 Give **two** examples of the genre conventions of science fiction/ science fantasy from the study sequence.

[2 marks]

1 _____

_____

2 _____

_____

Turn over for next question

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0 1 . 3 Analyse the study sequence to explain how non-verbal codes create meaning.

In your answer refer to:

- Dress and appearance
- Facial expression and body movement.

[8 marks]

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0 1 . 4 Analyse how the study sequence uses narrative techniques to attract audience attention and keep them viewing?

In your answer, refer to:

- Enigma
- Quest.

[8 marks]

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Question 2 refers to the entire *Doctor Who* episode Kerblam!', not just the study sequence.

0 2 'Media products always use stereotypes to represent social groups positively.'

How far do you agree with this statement?

In your answer, refer to:

- The representation of social groups in the *Doctor Who* episode 'Kerblam!'
- The representation of social groups in any one of your other Selected Media Products (SMPs).

[20 marks]

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Section B
Producers and Audiences

Answer all questions in this section.

0 3 . 1 Name **two** companies that are media conglomerates.

[2 marks]

_____

_____

_____

_____

0 3 . 2 Complete the following sentences.

[4 marks]

For media companies, an **advantage** of conglomerate ownership is _____

_____

because _____

_____

For media companies, a **disadvantage** of conglomerate ownership is _____

_____

because _____

_____

Turn over for next question

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0 4 Explain how the owners of media organisations influence the content of media products.

In your answer, refer to any **two** of your Selected Media Products (SMPs).

[8 marks]

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0 5 How useful are audience theories in explaining the audience appeal of any **two** of your Selected Media Products (SMPs)?

In your answer refer to:

- Uses and Gratifications
- Effects Theory

[16 marks]

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Section C
Media issues in context

Answer all questions in this section.

0 6 Define 'cultural imperialism'.

[2 marks]

_____

_____

_____

_____

Turn over for next question

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0 7 Explain how cultural and historical contexts influence the meanings of your **two** advertising Selected Media Products (SMPs).

[8 marks]

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0 8 ‘Media organisations do not meet the needs of everybody in society fairly and equally because it would not be profitable to do so.’

How far do you agree with this statement?

In your answer, refer to:

- At least **two** Selected Media Products (SMPs)
- Cultural and economic contexts of the media.

[20 marks]

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END OF QUESTIONS

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