

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.

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

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]

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]

This section of the page is a large rectangular frame containing 25 horizontal lines, providing a space for writing. The lines are evenly spaced and extend across most of the width of the frame.

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 audiences, a **disadvantage** of conglomerate ownership is _____

because _____

Turn over for next question

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]

Section C
Media issues in context

Answer all questions in this section.

0 6

Define 'cultural imperialism'.

[2 marks]

Turn over for next question

07

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

[8 marks]

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]

A series of 20 horizontal lines for writing, spaced evenly down the page.

END OF QUESTIONS

Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright-holders may have been unsuccessful and Oxford AQA International Qualifications will be happy to rectify any omissions of acknowledgements. If you have any queries please contact the Copyright Team, AQA, Stag Hill House, Guildford, GU2 7XJ.