

Media Studies

Media One

Practice Paper 4

Name	
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Time allowed: 1 hour and 30 minutes

Extra materials required:

Clean copy of the cover of *Tatler* magazine (Close Study Product)

Clean copy of the cover of *Reveal* magazine (Close Study Product)

Instructions:

- Answer all the questions.
- Write in the spaces provided.
- Cross out any work you do not wish to be marked.

Information:

- The marks for each question are shown in brackets.
- The maximum mark for this paper is 84.
- Please use good English and present your work clearly.
- Question 9 requires an **extended response**. In this answer, you will be assessed on the quality of your written communication, including developing a clear and sustained line of argument which is logical, relevant and coherent.

Section A – Media Language and Media Representations

Answer all the questions, in the space provided.

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

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On the cover of *Reveal* magazine (Close Study Product), Katie Price is wearing sunglasses. What do these sunglasses denote?

Shade one lozenge only.

- A** Secrets
B Disguise
C Dark glasses
D Enigma

○ ○ ○ ○

[1 mark]

0	2
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Analyse the cover of *Reveal* magazine (Close Study Product) to show how it targets and addresses a specific audience.

[12 marks]

[illegible]

Analyse the cover of *Tatler* magazine (Close Study Product) in terms of the uses and gratifications theory.

[illegible]

Figure 1
'About Jim' section of the website of vlogger Jim Chapman



In Figure 1, what do the following elements connote?

[2 marks]

- a) the location in the main image

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- b) Jim Chapman's suit

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Look at Figure 1. Why do vloggers such as Jim Chapman use so many images of themselves?

[6 marks]

[illegible]

Look at the representation of Jim Chapman in Figure 1. Explain what representation is constructed and how.

[12 marks]

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

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How does Zoella (Close Study Product) construct a representation of herself in her online media?
[6 marks]

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Section B – Media Audiences and Media Industries

Answer all the questions, in the space provided.

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

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Briefly explain the meaning of the media term 'segmentation'.

[2 marks]

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How are music videos constructed to address their target audiences? In your answer, you should refer to the music video 'History' by One Direction (Close Study Product).

[9 marks]

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Explain why 'manufactured' bands are often as successful as 'authentic' indie bands.

[6 marks]

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0 9

'The dominance of Hollywood has stifled the production of independent film.'
How far do you agree with this statement?

In your answer, you should refer to:

- *Doctor Strange and I, Daniel Blake* (Close Study Products)
- the Hollywood film industry
- independent film industries
- how both Hollywood and independent films are financed, distributed and marketed

[20 marks]

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END OF QUESTIONS