**GCSE Media Studies Exam Questions – Component One**

**Media Language Questions**

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| Product | Question |
| Quality Street | Explore how the advertisement for Quality Street uses the following elements of media language to create meanings:   1. Language [5] 2. Layout and design [5] 3. Costume [5] |
| Spectre | Explore how the film poster for Spectre uses codes and conventions. In your answer you must analyse:   1. Characters [5] 2. Layout [5] 3. Intertextuality [5] |
| Pride | Explore how the front cover for Pride uses the following elements of media language to create meanings:   1. Imagery [5] 2. Text [5] 3. Colour [5] |
| The Sun | Explore how the front page of The Sun uses the following elements of media language to create meanings:   1. Anchorage [5] 2. Imagery [5] 3. Language [5] |
| The Guardian | Explore how the front page of The Guardian uses codes and conventions. In your answer, you must analyse:   1. Focal imagery [5] 2. Headlines [5] 3. Puff pieces [5] |
| This Girl Can | Explore how the advertisement for This Girl Can uses the following elements of media language to create meanings:   1. Images [5] 2. Language [5] 3. Layout and design [5] |
| GQ | Explore how the front cover of GQ uses the following elements of media language to create meanings:   1. Imagery [5] 2. Language [5] 3. Layout and design [5] |
| The Sun | Explore how the front page of The Sun uses codes and conventions. In your answer, you must analyse:   1. Focal imagery [5] 2. Headlines [5] 3. Puff pieces [5] |

**Representation Questions**

**5 mark Context Question**

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| Product | Question |
| This Girl Can | Explain how social context influences advertising. Refer to the This Girl Can advert to support your points. [5] |
| GQ | Explain how social context influences magazines. Refer to GQ magazine to support your points. [5] |
| The Guardian | Explain how political context affects newspapers. Refer to the front page of The Guardian studied to support your points. [5] |
| The Man with the Golden Gun | Explain how historical context has influenced film marketing. Refer to the film poster from The Man with the Golden Gun to support your points. [5] |
| The Sun | Explain how political context affects newspapers. Refer to the front page of The Guardian studied to support your points. [5] |
| Quality Street | Explain how historical context has influenced advertising. Refer to the Quality Street advert to support your points. [5] |

**25 mark comparison Question**

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| Product | Question |
| This Girl Can and Dior  <https://www.fashiongonerogue.com/natalie-portman-gets-seductive-new-miss-dior-fragrance-ad/> | Compare the representation of women in the This Girl Can advertisement and the Dior advertisement. [25]  In your answer, you must consider:   * The choices the producers have made about how to represent women * How far the representation of women is similar in the two advertisements * How far the representation of women is different in the two advertisements |
| GQ and Rolling Stone cover – Black Panther <https://www.eonline.com/uk/news/914790/chadwick-boseman-s-shirtless-rolling-stone-cover-is-jaw-dropping> | Compare the representation of ethnic groups in the GQ front cover and the Rolling Stone front cover. [25]  In your answer, you must consider:   * The choices that producers have made about how to represent ethnic groups * How far the representation of ethnic groups is similar in the two front covers * How far the representation of ethnic groups is different in the two front covers |
| The Guardian and Daily Mail  <https://www.fashiongonerogue.com/natalie-portman-gets-seductive-new-miss-dior-fragrance-ad/> | Compare the representation of events in The Guardian front page and the Daily Mail front page. [25]  In your answer, you must consider:   * How far representations convey particular viewpoints and messages * How far the representation of events is similar in the two front covers * How far the representation of events is different in the two front covers |
| The Man with the Golden Gun and Tomb Raider poster  <http://krauzer.ru/news/10217/> | Compare how the representations in The Man with the Golden Gun film poster and the Tomb Raider film poster reflect the historical context in which they were produced. [25]  In your answer, you must consider:   * How representations reflect the time in which the products were produced * How far the representations are similar in the two products * How far the representations are different in the two products |
| The Sun and The Daily Mirror  <https://www.telegraph.co.uk/content/dam/news/2017/06/08/TELEMMGLPICT000131286008_trans_NvBQzQNjv4BqqVzuuqpFlyLIwiB6NTmJwfSVWeZ_vEN7c6bHu2jJnT8.jpeg?imwidth=480> | Compare the representation of issues in The Sun front page and the Daily Mirror front page. [25]  In your answer, you must consider:   * How representations convey particular viewpoints and messages * How far the representation of issues is similar in the two front pages * How far the representation of issues is different in the two front pages |
| Quality Street and Schlitz  <https://img.buzzfeed.com/buzzfeed-static/static/2018-01/17/18/asset/buzzfeed-prod-fastlane-02/sub-buzz-24137-1516232988-11.jpg> | Compare the representation of ‘gender’ issues in the two advertising products. [25]  In your answer, you must consider:   * How representations reinforce particular viewpoints and messages * How far the representation of ‘gender’ issues are similar in the two products * How far the representation of ‘gender’ issues are different in the two products |

**Industry Questions**

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| Product | Question |
| Spectre | 1. Name one of the producers of Spectre. [1] 2. Name two of the stars of Spectre. [2] 3. Briefly explain the role of a film Director. [2] 4. Explain how a film might reach a global audience. Refer to Spectre to support your points. [12] |
| The Sun | 1. Name the organisation that regulates the newspaper industry in Britain. [1] 2. Briefly explain the role of a regulator. [2] 3. Give two examples of different ways in which audiences can access The Sun. [2] 4. Explain why newspapers are becoming increasingly convergent across different platforms. Refer to The Sun to support your points. [12] |
| Spectre | 1. Name the actor who plays James Bond. [1] 2. James Bond is a film franchise. Name two other film franchises. [2] 3. Briefly explain four different ways in which a film’s production budget could be spent. [4] 4. Explain why producers use trailers and social media to market their films? [10] |
| The Sun | 1. Name the organisation that owns The Sun newspaper. [1] 2. The Sun is a tabloid newspaper. Give two other examples of national tabloid newspapers in the UK. [2] 3. Briefly explain two difference between tabloid newspapers and broadsheet newspapers. [4] 4. Explain how the ownership of a media product can impact the product’s values. Refer to The Sun to support your points. [10] |
| The Archers | 1. Which BBC radio station broadcasts The Archers? [1] 2. What is the BBC’s service remit? [2] 3. Briefly explain the difference between public funding and private funding. [2] 4. Explain why media products are becoming technologically convergent. Refer to The Archers to support your points. [12] |
| FORTNITE | 1. Name the system used to regulate the gaming industry in Britain. [1] 2. FORTNITE was awarded a 12 rating in the UK. Name two other age ratings. [2] 3. Briefly explain why all games are rated in the UK. [2] 4. Explain why a game may be given a particular rating. Refer to FORTNITE to support your points. [12] |

**Audience Questions**

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| Product | Question |
| The Sun | 1. What type of newspaper is The Sun? [1] 2. Identify the two different target audiences for The Sun. [2] 3. Choose one of these audiences. Briefly explain two ways in which The Sun targets them specifically. [4] 4. Explain how the needs and desires of The Sun readers is achieved in the product. [11] |
| Fortnite | 1. Identify two different audiences for Fortnite. [2] 2. Choose one of these audiences. Briefly explain two ways in which Fortnite is aimed at this audience. [4] 3. Explain why audiences play Fortnite. Refer to the Uses and Gratifications theory in your response. [12] |
| The Sun | 1. What type of newspaper is The Sun? [1] 2. Identify one audience for The Sun. [1] 3. Explain two ways in which The Sun is aimed at the audience you have identified. [4] 4. Explain how readers of The Sun can be described either ‘passive or active’ audiences. [12] |
| Fortnite | 1. What type of video game is Fortnite? [1] 2. Identify two different target audiences for Fortnite. [2] 3. Briefly explain how Fortnite appeals to each of those audiences. [4] 4. Explain how technology has influenced the way audiences use the media. Refer to Fortnite to support your points. [11] |