**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]
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| 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]
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| 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]
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| 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]
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| 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]
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| 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]
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| 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]
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| 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]
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**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
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| 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
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| 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
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| 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
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| 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
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| 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
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**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]
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| 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]
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| 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]
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| 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]
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| 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]
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| 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]
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**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]
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| 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]
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| 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]
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| 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]
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