

Media Studies

Media One

Practice Paper 5

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)
Clean copy of the OMO advertisement (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.

Answer all the questions, in the space provided.

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A Clean washing
B Very bright, white washing
C A happy housewife
D A successful quest

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0	2
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[12 marks]

[illegible]

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03

Analyse the Represent advertisement (Close Study Product) to show how it uses representations to convey its message of promoting blood donation.

[8 marks]

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04

1

Look at the cover of *Tatler* magazine (Close Study Product). What do the following elements connote?

[2 marks]

a) the model's clothing

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b) the name of the magazine

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Why do magazines often use a central image of a woman on the cover? Answer with reference to the cover of *Tatler* magazine (Close Study Product).

[6 marks]

This image shows a full page of white paper with horizontal dashed lines, typical of primary school handwriting practice paper. The lines are evenly spaced and run across the entire width of the page. There are no margins, text, or other markings present.

Explain how magazines reflect the social context in which they were created. Answer with reference to *Tatler* magazine (Close Study Product).

[12 marks]

[illegible]

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0 5

Reveal magazine (Close Study Product) uses a range of devices on its cover to encourage its target audience of women to buy the magazine.

How effective are these devices in appealing to the target audience?

[6 marks]

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[2 marks]

[9 marks]

Explain why online vloggers are influential. Refer to Zoella (Close Study Product) in your answer.

[6 marks]

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Figure 1

Home page of the official website for Radio 1, January 2018

BBC iPlayer Radio

Search

Stations - Categories - Schedules - Podcasts - My Radio

1

What's New

"BTS are the biggest band you haven't heard of.. yet!" - Adele Roberts teaches Greg about BTS

Adele Roberts is on to give him the low down on Korea's biggest boy band.

Latest Tracks

All The Stars
Kendrick Lamar & SZA

For You
Heart Rate Monitor

Gorgeous
Taylor Swift

Human
Q and Not P

JAN SLAM FESTIVALS WEEK

Radio 1's Jan Slam 2018 is here!
Listen everyday from 8am.

On air 13:00 - 16:00

The Matt Edmondson Show
Matt sits for Scott

Now Playing
All The Stars
Kendrick Lamar & SZA

Next 16:00
The Official
1901/2018

Nick Jonas HEART RATE MONITOR
feat. Selena Gomez, Joe Jonas & Jack Black

What makes Nick Jonas' band tick?

BBC Radio 1 Homepage © BBC, 2018

'Radio 1 is still popular because it has changed to meet the needs of today's audience.'
How far do you agree with this statement?

In your answer you should refer to:

- *The Tony Blackburn Breakfast Show* (1967) (Close Study Product)
- Figure 1 – a screenshot of the home page of the official website for Radio 1 from January 2018
- social and historical contexts

[20 marks]

This image shows a full page of blank handwriting practice paper. It features multiple sets of horizontal blue lines spaced evenly down the page. A single vertical red line runs down the center, creating two equal-width columns for writing. The paper is otherwise completely blank, with no text or markings.

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END OF QUESTIONS