

Surname	Centre Number	Candidate Number
Other Names		0

**GCSE**

4391/01



S15-4391-01

**MEDIA STUDIES**  
**UNIT 1**

P.M. MONDAY, 15 June 2015

2 hours 15 minutes

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
<b>Section A</b>	1.	10
	2.	10
	3.	10
	4.	10
<b>Section A Total</b>	<b>40</b>	
<b>Section B Total</b>	<b>40</b>	
<b>Total</b>	<b>80</b>	

4391  
010001**ADDITIONAL MATERIALS**

Print-based resource material for use with **Section A**.

Optional: coloured pens/pencils and rulers for use with **Section B**.

Spare paper for notes (to be provided by centre).

**INSTRUCTIONS TO CANDIDATES****General**

Use black ink or black ball-point pen.

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** questions in **Section A and Section B** in this Answer Book. There is a continuation page at the back of the book.

Look at the marks available for **each** question and use these as a guide when writing your answers.

**Studying the Resource Material for Section A**

Study the printed Resource Material for Section A carefully before you begin writing.

**INFORMATION FOR CANDIDATES**

The number of marks is given in brackets at the end of each question.

You are reminded of the need for clear and accurate written communication.

**SECTION A: Thinking about the Media – Investigating *Print Advertising***  
**40 marks**

*Study carefully the Resource Material.*

*It consists of two print advertisements, one for Pepe Jeans, the other for Apple.*

*After studying the Resource Material, answer the following questions.*

*Answer the questions in this Answer Book.*

*All questions and tasks are **repeated** for you in the Answer Book.*

**1. Look at the advertisement for *Pepe Jeans*.**

- (a) Identify **two** settings used in the advertisement. [2]
- (b) Briefly explain why these settings are used. [8]

**2. Look at the advertisement for *Apple*.**

Explain how it appeals to audiences. [10]

**3. Explain how **either** men **or** women are represented in print advertisements you have studied (**not** the Resource Material). [10]**

**4. Explain why magazines contain advertisements. [10]**

**SECTION B: Thinking about the Media – Planning *Television Advertising***  
**40 marks**

5. Create a television advertisement for a new brand of **either** jeans **or** mobile phone.

**Complete the following tasks:**

- Task 1.** Choose a name for the new brand of **either** jeans **or** mobile phone.  
Briefly explain why you chose this name. [4]
- Task 2.** Suggest a storyline for your advertisement. [6]
- Task 3.** Create a storyboard of 6-12 frames for your advertisement. [10]
- Task 4.** Explain how your advertisement will attract audiences. [10]
- Task 5.** Choose **one** television advertisement you have studied.  
Explain how it promotes the product. [10]

**There is an extra blank page if needed at the back of your answer book.**

**SECTION A**

*After studying the Resource Material, answer the following questions.*

**1. Look at the advertisement for *Pepe Jeans*.**

(a) Identify **two** settings used in the advertisement.

[2]

1. ....

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2. ....

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(b) Briefly explain why these settings are used.

[8]

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4. Explain why magazines contain advertisements.

[10]

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**SECTION B**

5. Create a television advertisement for a new brand of **either** jeans **or** mobile phone.

**Complete the following tasks:**

**Task 1.** Choose a name for the new brand of **either** jeans **or** mobile phone.  
Briefly explain why you chose this name.

[4]

**Name of new brand:** .....

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**Brief explanation:** .....

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**Task 2.** Suggest a storyline for your advertisement.

[6]

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**Task 3.** Create a storyboard of 6-12 frames for your advertisement.

[10]

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Shot number .....  
.....

Camera shot and movement .....  
.....

Sound .....  
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Shot number .....  
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Camera shot and movement .....  
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Sound .....  
.....

Examiner only

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Shot number .....  
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Camera shot and movement .....  
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Sound .....  
.....

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Shot number .....  
.....

Camera shot and movement .....  
.....

Sound .....  
.....

Examiner only

**Task 4.** Explain how your advertisement will attract audiences.

[10]

Examiner  
only

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**Task 5.** Choose **one** television advertisement you have studied.  
Explain how it promotes the product.

[10]

Dotted lines for writing.

**END OF PAPER**

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only

**For continuation only.**

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**GCSE**

4391/01-A



S15-4391-01A

**MEDIA STUDIES**

**UNIT 1**

P.M. MONDAY, 15 June 2015

**Resource Material for use with Section A**

Print advertisement for Pepe Jeans



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## Print advertisement for Apple



This is it.  
This is what matters.  
The experience of a product.  
How it makes someone feel.  
When you start by imagining  
What that might be like.  
You step back.  
You think.

Who will this help?  
Will it make life better?  
Does this deserve to exist?  
If you are busy making everything,  
How can you perfect anything?

We don't believe in coincidence.  
Or dumb luck.  
There are a thousand "no's"  
For every "yes."  
We spend a lot of time  
On a few great things.  
Until every idea we touch  
Enhances each life it touches.

We're engineers and artists.  
Craftsmen and inventors.  
We sign our work.  
You may rarely look at it.  
But you'll always feel it.  
This is our signature.  
And it means everything.

Designed by Apple in California

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