

Surname	Centre Number	Candidate Number
Other Names		0

**GCSE**

4391/01



S17-4391-01

MEDIA STUDIES
UNIT 1

MONDAY, 5 JUNE 2017 – AFTERNOON

2 hours 15 minutes

Section A

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

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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 Booklet*. 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 in writing your answers.**Studying the Resource Material for Section A**

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

You may wish to make notes.

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 Newspapers
40 marks

The resource material consists of the front page of The Sun newspaper for November 24th, 2015.

After studying the newspaper front page, use your notes to answer the following questions:

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

1. How is language used on the front page of *The Sun* to appeal to audiences? [10]

2. Identify **two** different types of photograph used on the front page. [2]
Explain why they were used. [8]

3. How are celebrities represented in newspapers?
Refer to examples you have studied (**not** the resource material). [10]

4. Explain why fewer people read newspapers today. [10]

SECTION B: Thinking about the Media – Planning *Radio News*
40 marks

5. You have been asked to plan a local radio news programme.

Complete the following tasks:

- Task 1.** Create the running order for the news programme.

Your running order should contain the following:

- the typical items included in a radio news programme such as introductory music
- at least **five** different news stories.

Present your ideas using the table provided on page 13. [10]

- Task 2.** Plan a brief news report about a local band winning an award.

Your plan should include the following:

- the opening lines of the report
- the content and order of the report
- the closing lines of the report.

You may use bullet points, numbered points or headings to present your ideas in the table provided on page 14. [10]

- Task 3.** Explain how your news report will appeal to audiences. [10]

- Task 4.** Explain why news is important to radio stations. [10]

There is a continuation page if needed at the back of your answer booklet.

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2. Identify **two** different types of photograph used on the front page. [2]

1.

2.

Explain why they were used. [8]

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SECTION B

5. You have been asked to plan a local radio news programme.

Complete the following tasks:

- Task 1.** Create the running order for the news programme.

Your running order should contain the following:

- the typical items included in a radio news programme such as introductory music
- at least **five** different news stories.

Present your ideas using the table opposite.

[10]

RUNNING ORDER	
Item	Description of item/news story
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Task 2. Plan a brief news report about a local band winning an award.

Your plan should include the following:

- the opening lines of the report
- the content and order of the report
- the closing lines of the report.

You may use bullet points, numbered points or headings to present your ideas in the table provided. [10]

Title of news report	
Opening lines of the report	
Content and order of the report	
Closing lines of the report	

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