

Surname	Centre Number	Candidate Number
Other Names		0

**GCSE**

4391/01

**MEDIA STUDIES  
UNIT 1**

A.M. WEDNESDAY, 25 January 2012

2 ¼ hours

For Examiner's use only		
Section A	1	
	2	
	3	
	4	
Section A (40)		
Section B (40)	5	
TOTAL (80)		

**ADDITIONAL MATERIALS**Printed 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 are two continuation pages 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**You are advised to 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 or part-question.

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

**SECTION A: Thinking about the Media – Investigating *Music Industry Websites***  
**40 marks**

*Study carefully the Resource Material.*  
*It consists of two music industry webpages, one for Rihanna and one for Ellie Goulding.*

*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. Choose **one** of the webpages.
  - (a) Identify **two** different camera shots used on the webpage. [2]
  - (b) Briefly explain why these **two** shots are used. [8]
  
2. Explain how colour is used on **each** of the webpages to appeal to music fans. [10]
  
3. Explain how male **or** female music performers are represented in **two** music industry websites you have studied (**not the Resource Material**). [10]
  
4. Suggest **two** reasons why music industry websites are linked to social networking sites. Explain these reasons. [10]

**SECTION B: Thinking about the Media – Planning *Music Magazines***  
**40 marks**

5. Create the front cover for a **new** music magazine.

**Complete the following tasks:**

- Task 1. Choose a name for your magazine.  
Briefly explain why you chose this name. [4]
- Task 2. Suggest **two** stories for your magazine.  
Briefly explain why you chose these **two** stories. [6]
- Task 3. Plan the layout of the front cover of your magazine.  
Label your plan. [10]
- Task 4. Explain the reasons for the layout of your magazine front cover. [10]
- Task 5. Suggest **two** ways music magazines promote music.  
Explain **each** of these ways. [10]

**There are extra blank pages if needed in the back of your answer book.**

**SECTION A**

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

**1.** Choose **one** of the webpages.

(a) Identify **two** different camera shots used on the webpage. [2]

1. ....

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2. ....

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(b) Briefly explain why these **two** shots are used. [8]

Explanation 1 .....

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Explanation 2 .....

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2. Ellie Goulding

Dotted lines for writing.









Reason 2: .....

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**SECTION B**

5. Create the front cover for a **new** music magazine.  
**Complete the following tasks:**

**Task 1.** Choose a name for your magazine. Briefly explain why you chose this name. [4]

Name of magazine: .....

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Brief explanation: .....

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**Task 2.** Suggest **two** stories for your magazine. Briefly explain why you chose these **two** stories. [6]

Story 1: .....

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Brief explanation: .....

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Story 2: .....

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Brief explanation: .....

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**Task 3.** Plan the layout of the front cover of your magazine. Label your plan. [10]

**Task 4.** Explain the reasons for the layout of your magazine front cover.

[10]

A large rectangular area containing 25 horizontal dotted lines for writing the answer.

**Task 5.** Suggest **two** ways music magazines promote music.  
Explain **each** of these ways.

[10]

- 1. ....  
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- 2. ....  
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Explanation 1:

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**Extra pages if needed.**

A large rectangular area containing 25 horizontal dotted lines for writing.



A large rectangular area with a solid black border, containing 25 horizontal dotted lines for writing.



**GCSE**

4391/01-A

**MEDIA STUDIES**

**UNIT 1**

A.M. WEDNESDAY, 25 January 2012

**Resource Material for use with Section A**

*Rihanna* news video images music live shop community

NEWS  
 THE 42ND ANNUAL NAACP IMAGE AWARDS NOMINATES RIHANNA  
 Jan 12, 2011

**THE 42<sup>ND</sup> NAACP IMAGE AWARDS**

Congratulations to Rihanna for her 2 NAACP Image Award nominations. The nominations are:

- Outstanding Female Artist
- Outstanding Duo, Group or Collaboration - "Love The Way You Lie"

The 42nd Annual NAACP Image Awards air live on Fox Friday March 4th at 8pm!

Sign up for Rihanna's newsletter

Enter your email: \_\_\_\_\_

First Name: \* \_\_\_\_\_

Last Name: \* \_\_\_\_\_

Birth day: \* \_\_\_\_\_

Year: \_\_\_\_\_ Month: \_\_\_\_\_ Day: \_\_\_\_\_

Country: \* \_\_\_\_\_

select: \_\_\_\_\_

Cell Phone #: \_\_\_\_\_

Submit

RIHANNA new album featuring "ONLY GIRL" & "WHAT'S MY NAME?" feat. DRAKE

Get \$100 in savings on Kodak products! LEARN MORE

**SO Kodak**

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Industry webpage for the music performer, *Ellie Goulding*

The screenshot shows the top section of the Ellie Goulding website. At the top left, the text "ELLIE GOULDING" is displayed in large, white, serif font. Below it is a navigation menu with links: HOME, ABOUT, VIDEOS, ELLIE.COM, NEWS, GALLERY, TOUR, STORE, and FORUM. To the right of the menu are social media icons for YouTube, Myspace, Facebook, and Twitter, followed by the text "HYPE MACHINE".

Below the navigation is a section for the album "Starry Eyed". It features a play button icon, the album title "Starry Eyed", and two album art images. One image is labeled "BRIGHT LIGHTS" ALBUM > PRE-ORDER NOW, and the other is labeled "YOUR SONG" SINGLE > BUY IT NOW.

Below this is a horizontal scroll bar with a "SCROLL" button. The scroll bar contains four images: a close-up of her face, a black and white photo of her, a photo of her with her hand to her face, and a photo of her with her eyes closed.

Below the scroll bar are three news articles:

- U.S. 'Lights' Album Artwork Unveiled**  
January 24th, 2011 (11 hours ago)  
+ SHARE THIS
- Watch Ellie Interview And 'Starry Eyed' Performance**  
January 21st, 2011  
+ SHARE THIS
- Ellie Interview And 'Starry Eyed' Performance**  
January 21st, 2011  
+ VIEW THIS LARGER  
+ SHARE THIS

At the bottom right, there is a logo for "Polydor Ltd | Privacy Policy | Contact | Home" and a colorful graphic of a sun and clouds.

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**4391/01-A**

**MEDIA STUDIES**

**UNIT 1**

**A.M. WEDNESDAY, 25 January 2012**

**Resource Material for use with Section A**

# Industry webpage for the music performer, RIHANNA

*Rihanna news video images music live show community*

[T](#) [f](#) [+](#) [v](#)

*sign up for rihanna's newsletter*

Enter your email:

First Name: \*

Last Name: \*

Birthday: \*  
Year  Month  Day

Country: \*  
select...

Cell Phone #:

S & M  09:45

**NEWS**

**THE 42ND ANNUAL NAACP IMAGE AWARDS NOMINATES RIHANNA**

Jan 12, 2011

**THE 42<sup>ND</sup> NAACP IMAGE AWARDS**

Congratulations to Rihanna for her 2 NAACP Image Award nominations. The nominations are:

- Outstanding Female Artist
- Outstanding Duo, Group or Collaboration - "Love The Way You Lie"

The 42nd Annual NAACP Image Awards air live on Fox Friday, March 4th at 8pm!

**RIHANNA**  
new album LOUD featuring "ONLY GIRL" & "WHAT'S MY NAME?" feat. DRAKE

Get \$100 in savings on Kodak products! [LEARN MORE](#)

**SO Kodak**

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# Industry webpage for the music performer, ELLIE GOULDING

# ELLIE GOULDING

HOME | ABOUT | VIDEOS | ELLIE.COM | NEWS | GALLERY | TOUR | STORE | FREE DOWNLOAD

YouTube | Myspace.com | Facebook | Twitter | We7 | Spotify | HYPE MACHINE


## ELLIE RUNS

Starry Eyed

"BRIGHT LIGHTS" ALBUM > PRE-ORDER NOW

"YOUR SONG" SINGLE > BUY IT NOW


SCROLL



NEWS January 24th, 2011 (11 hours ago)


### U.S. 'Lights' Album Artwork Unveiled

SHARE THIS



TWEET

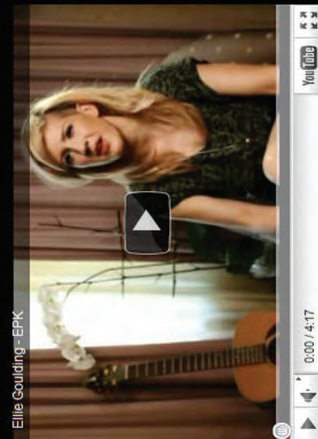
FOLLOW ELLIE ON TWITTER



NEWS January 21st, 2011

### Watch Ellie Interview And 'Starry Eyed' Performance

SHARE THIS

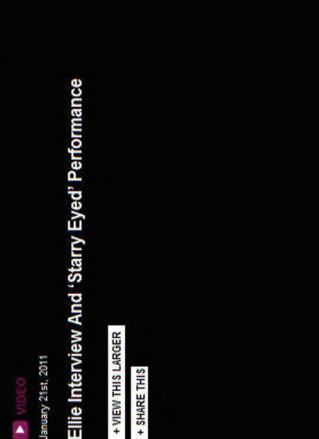


VIDEO January 21st, 2011

### Ellie Interview And 'Starry Eyed' Performance

VIEW THIS LARGER

SHARE THIS

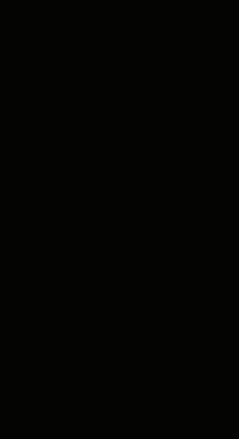


NEWS January 21st, 2011

### Ellie Interview And 'Starry Eyed' Performance

VIEW THIS LARGER

SHARE THIS



NEWS January 21st, 2011

### Ellie Interview And 'Starry Eyed' Performance

VIEW THIS LARGER

SHARE THIS

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