

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.

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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.

.....

2.

.....

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

Explanation 1

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Explanation 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:

.....

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]

Extra pages if needed.

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

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



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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 shop community

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

THE 42ND 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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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 Shop community

sign up for rihanna's newsletter

Enter your email

First Name: *

Last Name: *

Birthday: *

Year Month Day

Country: *
select...

Cell Phone #: *

Submit

S & M 09:45

RIHANNA
new album LOUD

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

Get \$100 in savings on Kodak products!

LEARN MORE

SO Kodak

NEWS

THE 42ND ANNUAL NAACP IMAGE AWARDS NOMINATES RIHANNA

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Industry webpage for the music performer, ELLIE GOULDING

The screenshot displays the website for Ellie Goulding. At the top left, the name "ELLIE GOULDING" is written in a large, white, serif font. Below it is a navigation menu with links for HOME, ABOUT, VIDEOS, ELLIE.COM, NEWS, GALLERY, TOUR, STORE, and FREE DOWNLOAD. Social media icons for YouTube, Myspace, Facebook, and Twitter are also present. The top right features the "ELLIE RUNS" logo. A central section highlights the album "BRIGHT LIGHTS" with a "PRE-ORDER NOW" button and the single "YOUR SONG" with a "BUY IT NOW" button. Below this is a "Starry Eyed" video player with a play button and a progress bar. The main content area is a grid of four images: a close-up of her face, a black and white photo of her laughing, a photo of her playing a guitar, and a photo of her with her eyes closed. Each image has a "SCROLL" button below it. To the right of the grid are three news items: "U.S. 'Lights' Album Artwork Unveiled" (January 24th, 2011), "Watch Ellie Interview And 'Starry Eyed' Performance" (January 21st, 2011), and "Ellie Interview And 'Starry Eyed' Performance" (January 21st, 2011). Each news item includes a "SHARE THIS" button. At the bottom right, there is a logo for Polydor Ltd. and links for Privacy Policy and Contact | Home.

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