



GCSE

4391/01

MEDIA STUDIES

UNIT 1

P.M. MONDAY, 15 June 2015

2 hours 15 minutes plus your additional time allowance

Surname _____

Other Names _____

Centre Number _____

Candidate Number 0 _____

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	

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 or your usual method.

Write your name, centre number and candidate number in the spaces provided on the front cover.

Answer ALL questions in SECTION A and SECTION B in this Answer Book. There are four continuation pages 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 are four extra pages 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.

2.

SECTION B

5. Create a television advertisement for a new brand of EITHER jeans OR mobile phone.

COMPLETE THE FOLLOWING TASKS:

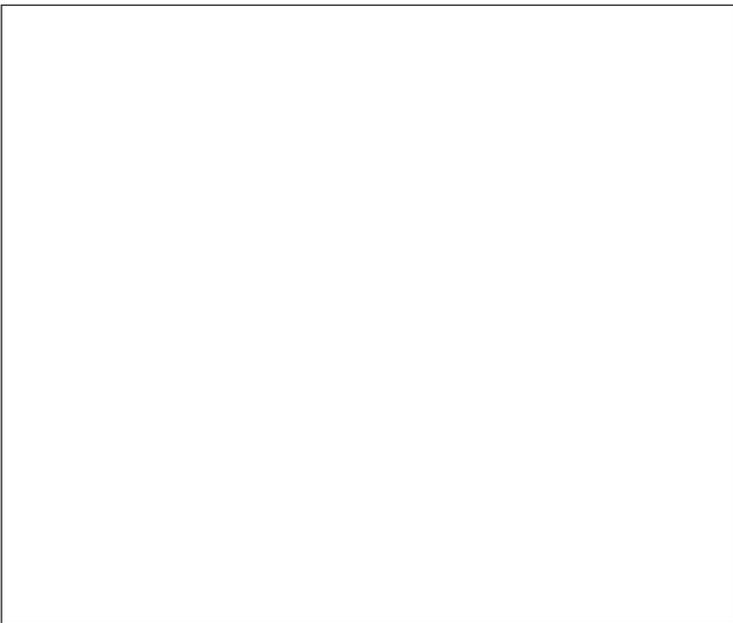
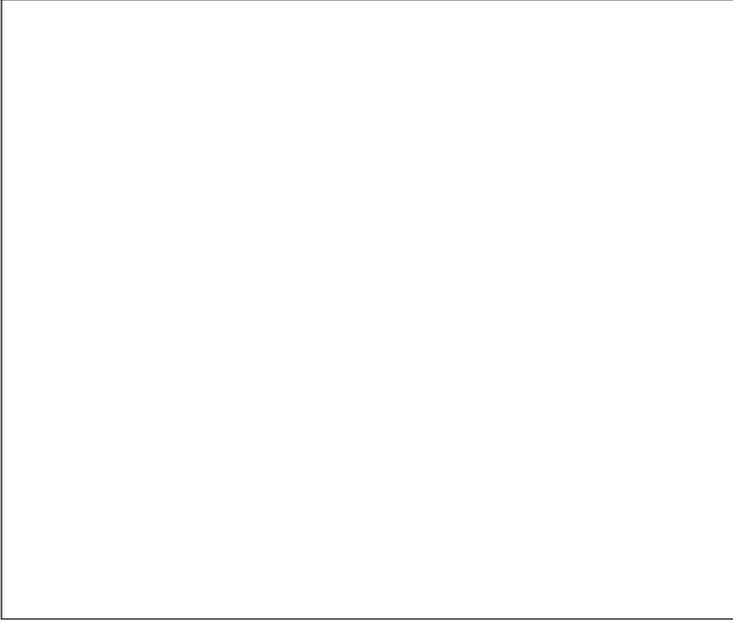
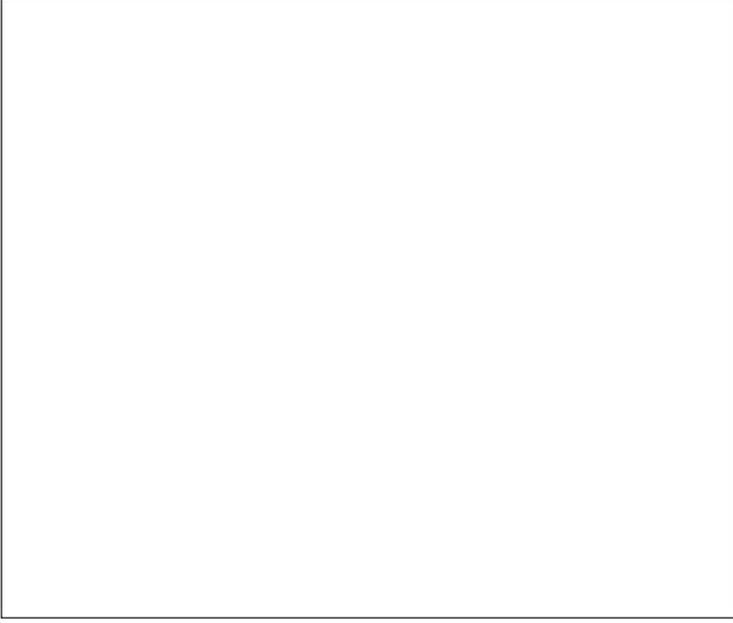
TASK 1. Choose a name for the new brand of EITHER jeans OR mobile phone. Briefly explain why you chose this name.

[4]

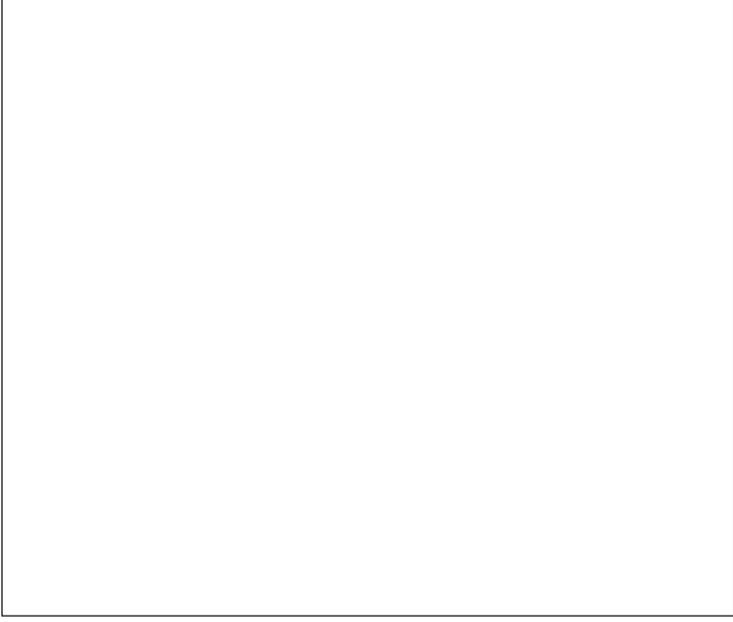
NAME OF NEW BRAND: _____

BRIEF EXPLANATION: _____

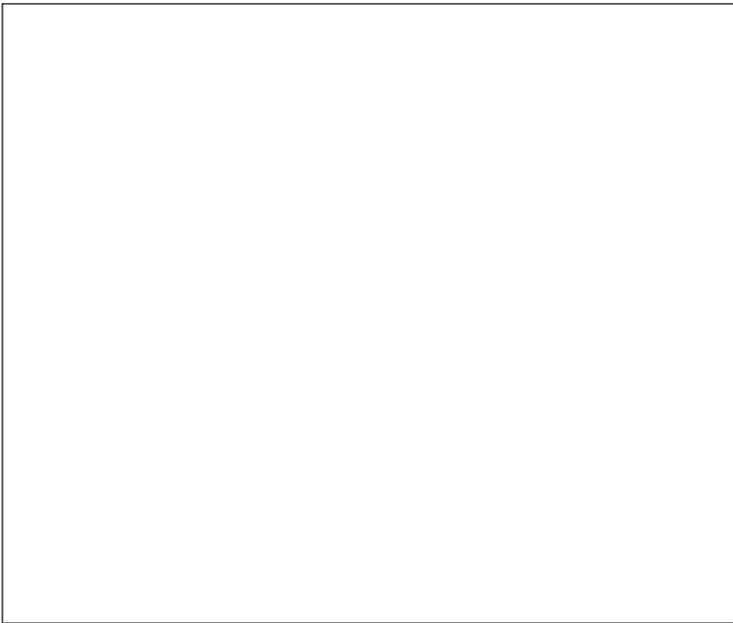
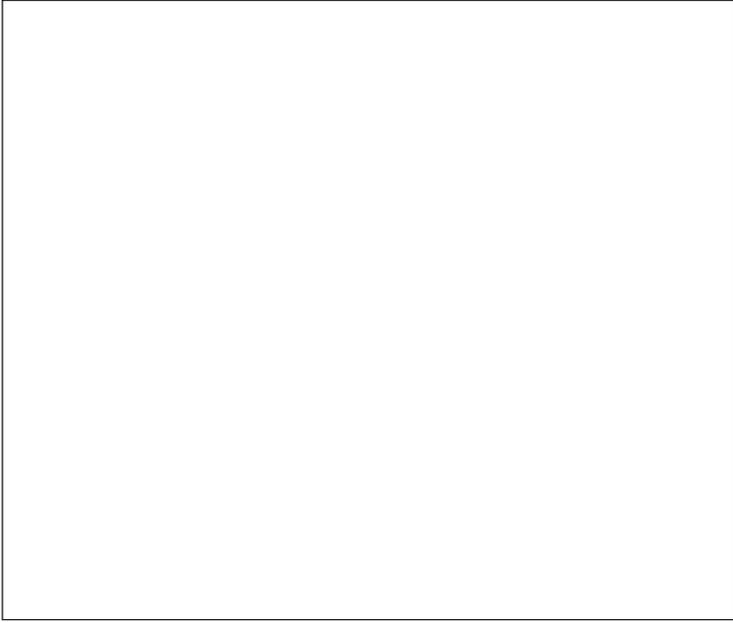
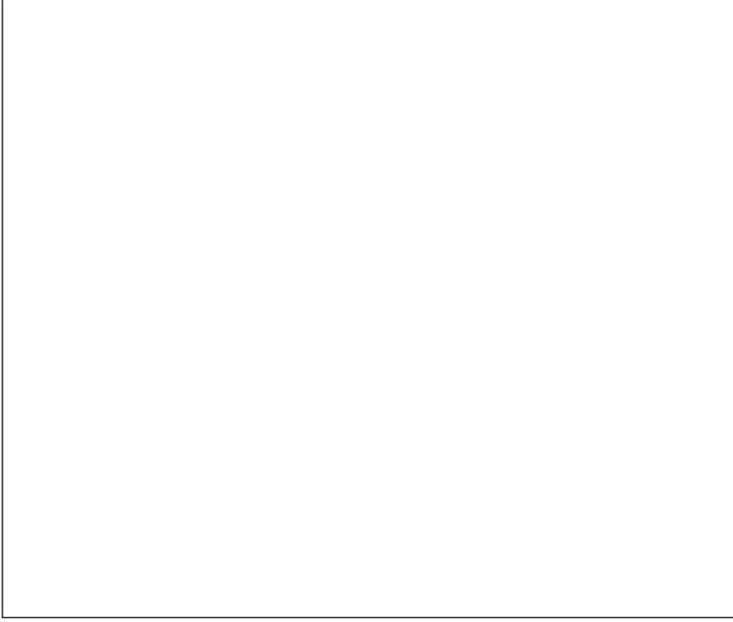
TASK 3. Create a storyboard of 6-12 frames for your advertisement on pages 27-30. [10]



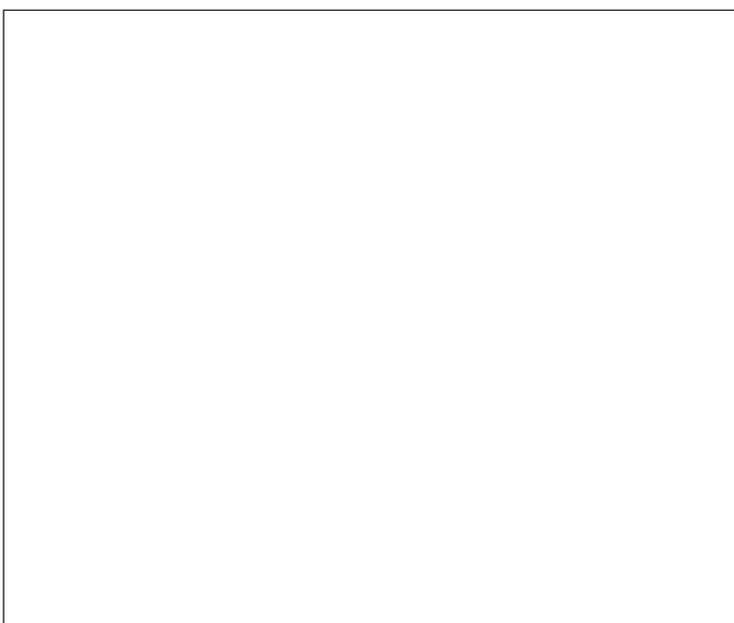
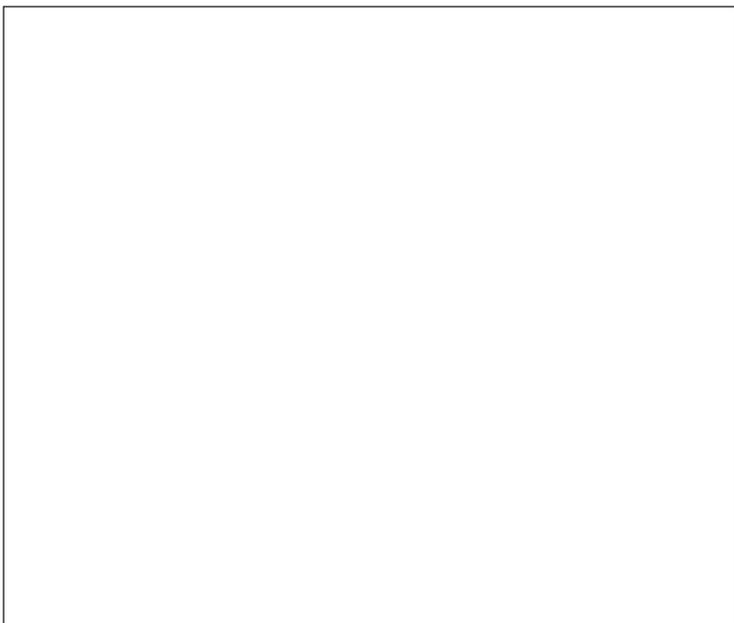
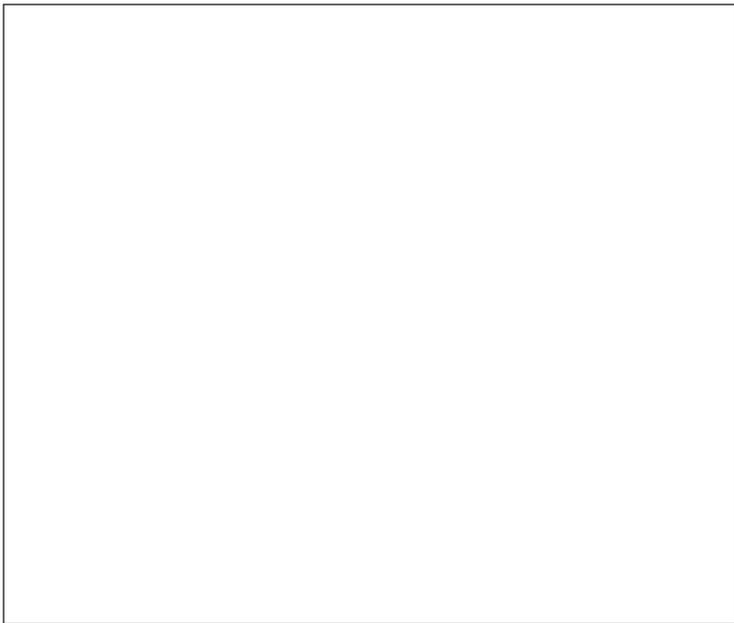
Shot number	_____
Camera shot and movement	_____
Sound	_____



Shot number	_____
Camera shot and movement	_____
Sound	_____



Shot number	_____
Camera shot and movement	_____
Sound	_____



Shot number	_____
Camera shot and movement	_____
Sound	_____

