



WJEC GCSE Media Studies

Units 1 and 2

Directory of Exam Questions

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Unit 1

Section A: Representations – advertising, video games and newspapers

Year	Question		Unseen resource	Tariff
SAMS	1a	Briefly explain how Jessica Ennis is represented in this print advertisement.	Advertisement for <i>Adidas</i> featuring Jessica Ennis (2012).	2
	1b	Briefly explain how colour is used in this print advertisement.		3
	1c	Explore how written language is used to communicate meanings in this print advertisement.		5
	1d	Compare how women are represented in this print advertisement and in one historical (pre-1990) print advertisement that you have studied. In your answer you should refer to how both use: <ul style="list-style-type: none"> • visual codes • mode of address • stereotypes. 		20
2019	1a	Briefly describe how one man is represented in the poster for <i>Emergency 2017</i> .	Video game poster is for the real time strategy game <i>Emergency 2017</i> (2017) produced by Deep Silver.	2
	1b	Briefly explain how the design and layout is used in this video game poster.		5
	1c	Explore how mise-en-scene (settings, locations, costume, props) is used to represent men in this video game poster.		8
2019	1d	Compare the representation of men in one contemporary video game cover you have studied and the <i>Emergency 2017</i> video game poster. In your answer you may refer to how both use: <ul style="list-style-type: none"> • Characters • Stereotypes 		15

2022	1a	Identify and describe the camera shot used on the newspaper front page.	Front page of the <i>South Wales Echo</i> published on August 10th, 2018.	2
	1b	Briefly describe how written language is used to represent this event.		5
	1c	Explore how visual features (e.g. colour, positioning, layout) are used to represent this event.		8
	1d	Compare the representation of one event you have studied with the representation of this event. In your answer you may refer to how both: <ul style="list-style-type: none"> • construct representations • communicate viewpoints and ideas • convey messages and values. 		15
2023	1a	Briefly describe the woman's costume in this advertisement.	Advertisement for <i>Pepsi Cola</i> (1957).	2
	1b	Briefly describe how the woman is represented in this advertisement		3
	1c	Briefly explain how design and layout are used in this advertisement		5
	1d	Compare how gender is represented in this advertisement and in one contemporary advertisement you have studied. In your answer you may refer to how both use: <ul style="list-style-type: none"> • visual codes • stereotypes 		20

Section B: Music

Year	Question		Tariff
SAMS	2a	Identify one way a music magazine front cover promotes either an artist or a band.	1
	2b	Outline two reasons why most music magazines have online versions.	4
	2c	Briefly explain how a music radio programme would appeal to audiences.	5
	3	Explain how Facebook and Twitter are used for promotion in relation to an artist or band you have studied.	10
	4	Explore how men are represented in a contemporary music video that you have studied.	10
2019	2a	Identify one way in which digital technology is used by audiences to listen to music.	1
	2b	Briefly outline why music radio programmes are important to artists and bands.	4
	2c	Briefly explain how one music radio programme you have studied appeals to audiences.	5
	3	Explore how one contemporary artist or band you have studied is represented on social media.	10
	4	Explain how camerawork and editing are used in one historical music video you have studied.	10
2022	2a	Identify one media platform where audiences can view music videos.	1
	2b	Briefly explain why music videos are important to music producers.	4
	2c	Briefly explain why music artists or bands use social media.	5
	3	Explain how genre codes and conventions are used in one radio music programme you have studied.	10
	4	Explore how a music artist or band is represented in one music magazine you have studied.	10

2023	2a	Identify one way a music magazine front cover promotes either an artist or a band.	1
	2b	Outline two interactive features used by the website of the music magazine you have studied.	4
	2c	Briefly explain how social media is used to promote an artist or band you have studied.	10
	3	Explore how the music radio programme you have studied targets its audience. Refer to a specific radio programme in your answer.	10
	4	Explore how women are represented in one music video you have studied	10

Unit 2

Section A: Wales on Television

The questions below require learners to comment on the episode studied from either *Gavin and Stacey* or *Weatherman Walking* or *Rownd a Rownd* or *Pobl Port Talbot*.

Year	Question	Tariff	
SAMS	1a	Name the channel on which your studied programme was originally broadcast.	1
	1b	Briefly explain two different sources of funding within the television industry in the UK.	4
	1c	Briefly explain the importance of on-line media to the television industry.	5
	1d	Explore in detail how far the TV programme you have studied meets the needs of audiences.	20
2019	1a	Identify one audience for the episode you have studied.	1
	1b	Briefly explain why the television programme you have studied is popular in Wales	3
	1c	Outline two different ways the television programme you have studied is marketed	6
	1d	Explore how the episode you have studied appeals to audiences. In your answer you may refer to: <ul style="list-style-type: none"> representations and stereotypes genre and narrative 	20
2022	1a	Identify the target audience for the television programme you have studied.	1
	1b	Briefly explain one way this audience has been targeted.	3
	1c	Explain how audiences may respond to the episode you have studied.	6
	1d	Explore how Wales is represented in the episode you have studied.	20

2023	1a	Identify one way TV organisations are funded in the UK.	1
	1b	Briefly describe the organisation that broadcast the episode you have studied.	4
	1c	Briefly explain how the TV programme you have studied uses online media.	5
	1d	<p>Explore how Welsh identity is represented in the episode you have studied.</p> <p>In your answer you may refer to:</p> <ul style="list-style-type: none"> • elements of media language (e.g. camera, mise-en-scène) • themes and issues 	20

Section B: Contemporary Hollywood Film

Year	Question		Tariff
SAMS	2a	Name two of the age classification ratings that can be awarded by the BBFC (British Board of Film Classification).	2
	2b	Give two reasons why films are regulated.	4
	2c	Describe two considerations the BBFC (British Board of Film Classification) must take into account when giving an age rating to a film.	4
	3	Explore why mainstream Hollywood franchise films use heroes and villains in their narratives. Your answer should focus on the film you have studied.	10
	4	Explore how the film you have studied was promoted to audiences worldwide.	10
2019	2a	Identify one major Hollywood film company.	1
	2b	Suggest one advantage for a film that comes from being part of a franchise.	4
	2c	Briefly outline how the Hollywood film you have studied was funded.	5
	3	Explore how one key theme is presented in the Hollywood film you have studied.	10
	4	Explore how genre codes and conventions have been used in the Hollywood film you have studied. Refer to at least one sequence from your chosen film.	10
2022	2a	Identify the genre of the film you have studied.	1
	2b	Briefly identify three key conventions of this genre.	3
	2c	Briefly explain how genre was used to market the film you have studied.	6
	3	Explore how heroes are represented in the film you have studied.	10
	4	Explore how <i>mise en scène</i> (e.g. setting and locations, costume, props) appeals to audiences. Refer to the film you have studied.	10

2023	2a	Identify one type of digital technology used to watch films.	1
	2b	Briefly explore how digital technology has changed the way audiences watch films.	3
	2c	Briefly explain how digital technologies were used to market Hollywood film you have studied.	6
	3	Explain how the Hollywood film you have studied attracts a global audience.	10
	4	Explore how sound is used in the Hollywood film you have studied. Refer to at least one sequence in the film.	10