

Eduqas GCSE Media Studies

Components 1 and 2

Directory of Exam Questions

Contents

- Component 13
 - Media Language3
 - Representation.....5
 - Media Industries.....7
 - Audiences9
- Component 2.....11
 - Section A: Television - Crime Drama or Sitcom.....11
 - Section B: Music.....13

Component 1

Media Language

Year	Question		Unseen resource(s)	Tariff
SAMs	1	Explore how the advertisement for <i>Quality Street</i> uses the following elements of media language to create meanings: a) Images (5) b) Language (5) c) Layout and design (5)	<i>Quality Street</i> advertisement	15
2019	1	Explore how this front cover of <i>GQ</i> magazine uses media language to communicate meanings: a) Images (5) b) Text/written language (5) c) Layout and design (5)	<i>GQ</i> magazine front cover (2016)	15
2020 (Autumn)	1	Explore how this front page of <i>The Guardian</i> uses media language to create meanings: a) Images (5) b) Text/written language (5) c) Layout and design (5)	<i>The Guardian</i> front page	15
2020	1	Explore how the print advertisement for <i>This Girl Can</i> uses media language to create meanings: a) Text/written language (5) b) Visual codes (for example: images, lighting, dress) (10)	<i>This Girl Can</i> advertisement	15
2021 (Autumn)	1	Explore how <i>The Man with the Golden Gun</i> film poster creates meanings through the use of: a) Colour (5) b) Genre conventions (10)	<i>The Man with the Golden Gun</i> film poster	15

2022	1	Explore how the print advertisement for <i>This Girl Can</i> use media language to create meanings a) Text/written language (5) b) Visual codes (for example: images, lighting, dress) (10)	<i>This Girl Can</i> (2015) print advertisement	15
2023	1	How does the film poster for <i>Spectre</i> communicate meaning? Explore the following elements: a) Narrative (5) b) Genre (10)	<i>Spectre</i> film poster	15
2024	1	Explore how this front page uses media language to communicate meanings: a) Layout and design (5) b) Images (5) c) Text/written language (5)	<i>The Guardian</i> newspaper front cover	15

Representation

The questions listed below have bullet points to support responses. Please refer to the past paper to see the full question.

Year	Question		Unseen resource(s)	Tariff
SAMs	2a	Explain how social context influences magazines. Refer to <i>Pride</i> magazine to support your points.	(Set product: <i>Pride</i> magazine front cover)	5
	2b	Compare the representation of women in the <i>Pride</i> front cover and the <i>Glamour</i> front cover.	<i>Glamour</i> magazine front cover (March 2016) (Set product: <i>Pride</i> magazine front cover)	25
2019	2a	Explain how historical context influences print advertisements.	(Set product: <i>Quality Street</i> (1956) advertisement)	5
	2b	Compare the representations of gender in the <i>Quality Street</i> and <i>Axe Peace</i> print advertisements. Compare the representations of gender in the <i>Quality Street</i> and <i>Axe Peace</i> print advertisements.	Advertisement for <i>Axe Peace</i> (2014) (Set product: <i>Quality Street</i> (1956))	25
2020 (Autumn)	2a	Explain how cultural context influences film posters.	(Set product: <i>The Man with the Golden Gun</i> film poster)	5
	2b	Compare the representation of men in the film posters for <i>The Man With The Golden Gun</i> and <i>Holding The Man</i> .	<i>Holding The Man</i> film poster (2015) (Set product: <i>The Man With The Golden Gun</i> film poster)	25
2021(Autumn)	2a	Explain how contexts influence newspapers.	(Set product: <i>The Sun</i> (2 June 2018) front page)	5
	2b	Compare the messages in <i>The Sun</i> and <i>Daily Mirror</i> front pages.	<i>Daily Mirror</i> newspaper front page (16 January 2019) (Set product: <i>The Sun</i> (2 June 2018) front page))	25
2022	2a	Explain how political contexts influence magazines.	(Set product: <i>Pride</i> magazine front cover)	5
	2b	Compare the representation of ethnicity in the <i>Pride</i> and <i>Essence</i> front covers.	<i>Essence</i> magazine front cover (Oct 2016) (Set product: <i>Pride</i> magazine (Oct 2016))	25

2023	2a	Explain how cultural contexts influence magazines. Refer to <i>GQ</i> magazine to support your points.	(Set product: <i>GQ</i> magazine (2016))	5
	2b	Compare the representation of men in these two covers for <i>GQ</i> magazine.	<i>GQ</i> magazine cover (2021) (Set product: <i>GQ</i> magazine cover (2016))	25
2024	2a	Explain how historical contexts influence film posters. Refer to <i>The Man With The Golden Gun</i> film poster to support your points.	(Set product: <i>The Man with the Golden Gun</i> film poster)	5
	2b	Compare the representation of gender in the <i>The Man With The Golden Gun</i> and <i>Spy</i> film posters.	(Set product: <i>The Man with the Golden Gun</i> film poster) <i>Spy</i> film poster (2015)	25

Media Industries

Year	Question		Tariff
SAMs	3a	Name the organisation that regulates films in Britain.	1
	3b	12 and 12A are examples of age certificates used in the UK. Give two other examples of age certificates used in the UK.	2
	3c	Briefly explain the difference between the 12 and 12A age certificates.	2
	3d	Explain why a film may be given a 12A or 12 certificate. Refer to <i>Spectre</i> to support your points.	12
2019	3a	Name the organisation that regulates radio in the UK.	1
	3b	Briefly explain the difference between how public service radio and commercial radio are funded.	4
	3c	Explain how radio programmes use technologies to reach audiences. Refer to <i>The Archers</i> to support your points.	12
2020 (Autumn)	3a	Name the organisation that regulates video games in Europe.	1
	3b	Briefly explain the effect of regulation on <i>Pokémon Go</i> .	4
	3c	How do websites enable video games to reach audiences around the world? Refer to the <i>Pokémon</i> website to support your points.	12
2020	3a	Name one of the companies that produced <i>Spectre</i> .	1
	3b	Briefly explain what a media conglomerate is.	2
	3c	Briefly explain what convergence is.	2
	3d	Explain how a film's website can be used to promote the film. Refer to the <i>Spectre/007</i> website to support your points.	12

2021 (Autumn)	3a	Name the company that produces <i>Fortnite</i> .	1
	3b	Explain how video games are marketed. Refer to <i>Fortnite</i> to support your points	6
	3c	Explain how video games make money for their producers. Refer to <i>Fortnite</i> to support your points	12
2022	3a	Name one of the companies that produced <i>Spectre</i> .	1
	3b	Briefly explain what a media conglomerate is.	2
	3c	Briefly explain what convergence is.	2
	3d	Explain how a film's website can be used to promote the film. Refer to the <i>Spectre/007</i> website to support your points.	12
2023	3a	Name the radio station that broadcasts <i>The Archers</i> .	1
	3b	Give two ways audiences can listen to <i>The Archers</i> .	2
	3c	Briefly explain the difference between a public service radio broadcaster and a commercial radio broadcaster.	4
	3d	Explain how the BBC uses different platforms to distribute radio programmes. Refer to <i>The Archers</i> to support your points.	10
2024	3a	Name the organisation that produces <i>The Archers</i> .	1
	3b	Name the organisation that regulates the radio industry in the UK.	1
	3c	Briefly explain the different types of funding for radio in the UK.	5
	3d	Explain how the radio industry uses technology to promote its products. Refer to <i>The Archers</i> to support your points.	10

Audiences

Year	Question		Tariff
SAMS	4a	Which radio station broadcasts <i>The Archers</i> ?	1
	4b	Identify one audience for <i>The Archers</i> .	1
	4c	Explain two ways in which <i>The Archers</i> is aimed at the audience you have identified.	4
	4d	Explain why audiences listen to <i>The Archers</i> . Refer to the Uses and Gratifications theory in your response.	12
2019	4a	What type of newspaper is <i>The Sun</i> ?	1
	4b	Identify one audience for <i>The Sun</i> website.	1
	4c	Briefly explain how the context of <i>The Sun</i> website appeals to this audience.	4
	4d	Explain why audiences may interpret the same media product in different ways. Refer to <i>The Sun</i> to support your points.	12
2020 (Autumn)	4a	Identify two different audiences for <i>The Archers</i> .	2
	4b	Briefly explain two different ways in which audiences for <i>The Archers</i> can listen to the programme	4
2021	4a	Briefly explain how radio programmes are aimed at specialised audiences. Refer to <i>The Archers</i> to support your points.	4
	4b	Explain how audiences actively engage with radio programmes. Refer to <i>The Archers</i> to support your points.	12
2022	4a	Identify two ways in which media producers categorise audiences	2
	4b	Briefly explain how <i>Fortnite</i> targets audiences.	4
	4c	Explain why users visit the <i>Fortnite</i> website. Refer to the Uses and Gratifications theory in your answer.	12

2023	4a	Identify two audiences for <i>The Sun</i> newspaper.	2
	4b	Briefly explain how newspaper websites attract audiences.	4
	4c	Explain why audiences read print newspapers. Refer to <i>The Sun</i> newspaper and the Uses and Gratifications theory in your answer.	12
2024	4a	Identify one audience for <i>Fortnite</i> .	1
	4b	Briefly explain how the <i>Fortnite</i> website attracts users.	5
	4c	Explain why audiences play video games. Refer to <i>Fortnite</i> to support your points.	12

Component 2

Section A: Television - Crime Drama or Sitcom

Question 1 requires viewing of a clip from the set product for crime drama or sitcom. For details of the set clip for each question, refer to the mark schemes for the relevant year or to the Eduqas Media Studies FAQs.

Year	Question		Tariff
SAMS	1a	Explore the connotations of the costume of two characters in the extract.	8
	1b	How far are the characters in the extract typical of the genre? Explore two characters.	12
	2	How do crime dramas or sitcoms reflect the time in which they are made? Refer to examples you have studied to support your response.	10
2019	1a	Choose two camera shots used in this extract. Explore why they are used.	8
	1b	How far are the settings in this extract typical of the genre? Explore examples from the extract to support your points.	12
	2	How does Uses and Gratifications theory explain why audiences watch crime dramas or sitcoms?	10
2020 (Autumn)	1a	Explore how media language is used in this extract to show the roles of two characters.	8
	1b	How far is the use of sound in this extract typical of the genre?	12
	2	Explain how crime dramas or sitcoms are aimed at a range of audiences. Refer to examples you have studied to support your points.	10

2021 (Autumn)	1a	Explore how the settings in this extract construct a representation of reality.	10
	1b	How stereotypical are the representations of men in this extract?	10
	2	Why might audience responses to crime dramas or sitcoms change over time? Refer to the crime dramas or sitcoms you have studied to support your points.	10
2022	1a	Explore how sound is used in this extract.	8
	1b	How far is the camerawork in this extract typical of the genre? Explore examples from the extract to support your points.	12
	2	Explain the effect of social and cultural contexts on crime dramas or sitcoms. Refer to examples you have studied to support your points.	10
2023	1a	Explore how costumes create meaning in this extract.	10
	1b	How typical of the genre are the locations in this extract?	10
	2	Explain how media contexts influence crime dramas or sitcoms.	10
2024	1a	Explore the representations of gender in this extract.	10
	1b	How stereotypical are the representations of ethnicity in this extract?	10
	2	Explain how digital technologies change the ways in which audiences consume television.	10

Section B: Music

Many of the questions listed below may have bullet points to support responses and all questions require reference to one or both of the set products studied. Please refer to the past paper to see the full question.

Year	Question		Tariff
SAMS	3	'Music videos reinforce stereotypes of ethnicity.' How far is this true of the two music videos you have studied?	20
	4	Explain why websites are important to the music industry.	10
2019	3	How far do the representations in music websites reinforce particular messages and values?	20
	4	Explain how contexts influence music videos.	10
2020 (Autumn)	3	Use the social media of the two artists you have studied from those listed below in your answer to Question 3. How far are these two artists able to represent themselves through social media?	20
	4	How do music videos reflect the contexts in which they are made?	10
2021 (Autumn)	3	How typical are the narratives of the two music videos you have studied?	20
	4	Explain how music websites reflect the social and cultural contexts in which they are produced.	10
2022	3	How far do these two music videos reinforce gender stereotypes?	20
	4	How do music websites enable the music industry to make money?	10
2023	3	How stereotypical is the representation of ethnicity in the two music videos you have studied?	20
	4	How do music websites promote artists to a global audience?	10
2024	3	How far do these two products challenge the conventions of music videos?	20
	4	How do music videos reflect the time in which they were made?	10