

General Certificate of Education  
January 2003  
Advanced Subsidiary Examination



**MEDIA STUDIES**  
**Unit 1 Reading the Media**

**MED1**

Thursday 16 January 2003 Afternoon Session

**In addition to this paper you will require:**

- an 8-page answer book.

Time allowed: 1 hour 15 minutes

**Instructions**

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is MED1.
- Answer the **one** compulsory question.

**Information**

- In this paper you will be tested on your ability to:
  - demonstrate knowledge and application of the **Key Concepts** employed within Media Studies;
  - evaluate texts and ideas, using the **Key Concepts**.
- You are reminded of the need for good English and clear presentation. Your answers should be in continuous prose. Quality of written communication will be assessed.
- You will be rewarded for specific reference to a wide range of media texts, where relevant.
- The maximum mark for this paper is 60.

**Advice**

- You should read the question and watch the text carefully before beginning your answer.
- You should spend 15 minutes watching the text and making notes on it. You should then spend one hour writing your answer.

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Answer the **one** compulsory question below.

The question carries 60 marks.

### Text

The text for this paper is an advertisement for *Adidas ClimaCool*.

### Instructions

- You will be shown the text **three** times.
- After the first viewing you will have **five** minutes to make notes.
- You will then be shown the text for the second time.
- After the second viewing you will have another **five** minutes to make notes.
- You will then be shown the text for the third and final time.

### Task

Provide a reading of the text. You have **one hour** to complete this task.

You may find the following useful in thinking about your reading:

#### MEDIA LANGUAGE

Narrative structure  
Camera work, editing and mise-en-scène  
Music and other sound

#### REPRESENTATION

Gender  
Celebrity

#### GENRE

Codes and conventions

#### MEDIA AUDIENCES

Target audience

In addition you might like to comment upon:

#### VALUES AND IDEOLOGY

Assumptions being made about the audience  
Values implicit in the text

#### MEDIA INSTITUTIONS

Advertising industry

**END OF QUESTION**

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