

512/01

**MEDIA STUDIES**

**ME2**

**Media Representations and Reception**

P.M. TUESDAY, 17 January 2006

(1½ hours)

**ADDITIONAL MATERIALS**

In addition to this examination paper, you will need a 12 page answer book.

**INSTRUCTIONS TO CANDIDATES**

Answer Question 1 and **either** Question 2 **or** Question 3.

**INFORMATION FOR CANDIDATES**

Mark allocations are shown in brackets.

Candidates will be assessed on their written communication.

No certificate will be awarded to a candidate detected in any unfair practice during the examination.

*Answer Question 1 and either Question 2 or Question 3.*

1. Read the following conversation and then answer the questions that follow:

Raj: I like watching teen dramas on television.

Sophie: Why?

Raj: Because they are full of realism and a lot of them try to challenge stereotypes.

Sophie: I'm not so sure. I think the typical conventions of teen dramas mean that most people's ideas of young people are just reinforced.

- (a) Define **two** of the underlined words. [6]
- (b) You are developing a new teen drama for Channel 4 or S4C.
- Give the programme a title.
  - Create a profile of the main character.
  - Is your character typical of teenagers in teen drama? [9]
- (c) Choose **two** examples of young people on television today. Explore how they have been represented. You may use the resource material on page 3 if you wish. [10]

*Answer either Question 2 or Question 3.*

**Either,**

2. (a) Name **two** different ways of categorising audiences. [2]
- (b) Explain these two categories using examples. [10]
- (c) How far do you think that audiences interpret the same text in the same way? Use examples to explain your ideas. [13]

**Or,**

3. (a) What do you understand by the Uses and Gratifications Theory? [10]
- (b) How far do you think this theory helps us to understand audience reception? Use examples to support your answer. [15]



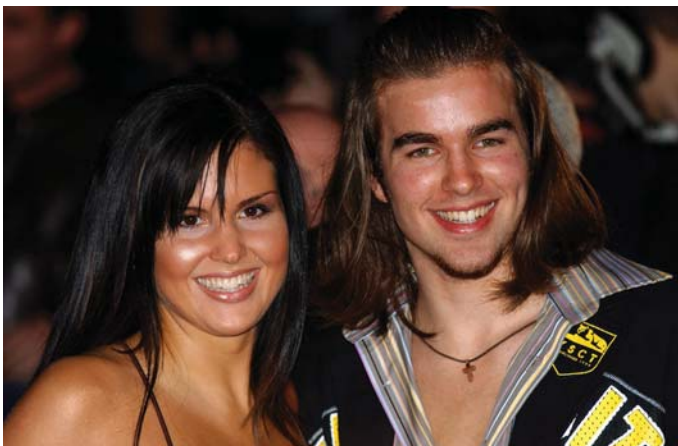
Footballer Wayne Rooney  
and girlfriend  
Colleen McLoughlin



Coronation Street star Tina O'Brien



Smallville star Tom Welling



Michelle Bass and Stuart Wilson from  
*Big Brother 5*



Singer Charlotte Church

**Acknowledgements**

Charlotte Church: Granada Entertainment  
All other images: empics.com