

512/01

**MEDIA STUDIES**

**ME2**

**Media Representations and Reception**

P.M. WEDNESDAY, 17 January 2007

(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. Look at the resource material on page 3. They show images of celebrities. Read the following statements and then answer the questions that follow.

“Media representations of the elderly usually carry negative connotations. These images are rarely positive. They lack realism.”

“Older celebrities continue to have a star image and, despite their age, continue to be popular.”

- (a) Define **two** of the underlined words or phrases. [6]
- (b) A new character is to be introduced into an established television soap opera. The character is to be over 50 years old.
- Give your character a **name**.
  - Briefly **outline** their first major storyline.
  - Is your character **typical** or **challenging** of representations of older people in soap operas? [8]
- (c) The images in the resource material on page 3 represent older celebrities positively. How far is this typical of the representations of older people in the media today? [11]

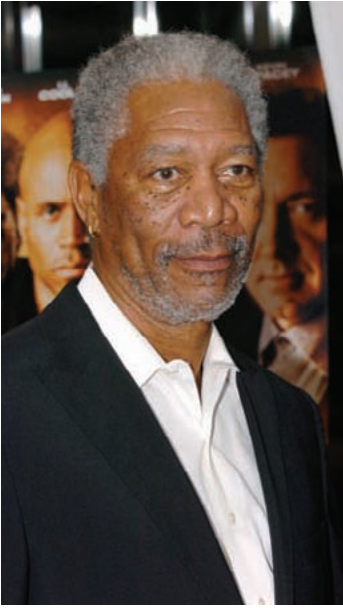
Answer **either** Question 2 or Question 3.

**Either,**

2. (a) What do you understand by the term *moral panic*? [6]
- (b) Outline and briefly explain any **two** moral panics you have studied. [8]
- (c) Explain how audiences may respond differently to the same moral panic. [11]

**Or,**

3. (a) It is often claimed that media texts contain a *preferred reading*. What do you understand by this term? [4]
- (b) How far do you think audiences accept the *preferred reading* of a media text? [9]
- (c) Show how any media text you have enjoyed (e.g., a film, a cd, a computer game, a television programme) can be interpreted in different ways. [12]



Morgan Freeman, actor



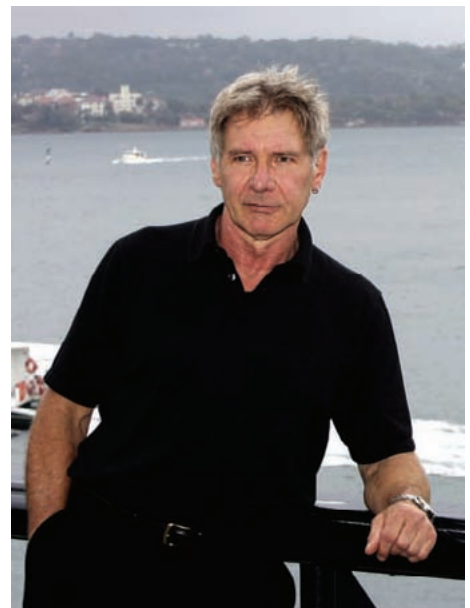
Tina Turner, singer



Judi Dench, actor



Jackie Chan, actor



Harrison Ford, actor