



GCE AS/A level

512/01

MEDIA STUDIES

ME2

**Media Representations and
Reception**

A.M. MONDAY, 2 June 2008

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.

Answer Question 1 and either Question 2 or Question 3.

1. Look at the resource material on page 3. They show images of different kinds of heroes from films. Read the following passage before answering the questions.

“Heroic characters are essential to stories as they help drive the narrative forward. Most stories also contain a villain who acts as a binary opposite to the hero. The representation of a hero is central to an understanding of the narrative.”

- (a) Define **two** of the underlined words or phrases. [6]
- (b) Create a profile for a hero who will be appearing in a new Hollywood movie.
- Give your character a name.
 - Briefly outline their role in the film.
 - Explain what makes the character a hero. [8]
- (c) Explore the ways in which heroes offer audiences positive representations. You may refer to the resource material. [11]

Answer either Question 2 or Question 3.

Either,

2. (a) Explain what is meant by an ‘active’ audience. [5]
- (b) To what extent do you think audiences are ‘active’? [8]
- (c) Explore the different ways audiences respond to the media. [12]

Or,

3. (a) Explain the term ‘mode of address’. [5]
- (b) Explain how the mode of address of **one** media text you have studied (e.g. a magazine front cover or a film trailer) can influence audience interpretation. [8]
- (c) What other factors can influence a person’s interpretation of a media text? [12]



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Michelle Yeoh, *Tomorrow Never Dies* (1998).



A computer game hero created by a media student.



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Leelee Sobieski and Brian J. White,
In the Name of the King: A Dungeon Siege Tale (2007).



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Daniel Craig, *Casino Royale* (2006).