



GCE AS/A level

1291/01

MEDIA STUDIES

MS1

Media Representations and Responses

P.M. WEDNESDAY, 12 January 2011

2½ hours

ADDITIONAL MATERIALS

In addition to this examination paper, you will need:

- a 12 page answer book;
- to view an audio-visual extract.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Answer **all three** questions.

Read the questions so that you are familiar with their requirements. You will be given **three minutes** for this at the beginning of the examination. This reading time is part of the 2½ hours you will have available for the examination.

Audio-visual extract

The audio-visual extract will be played **three** times.

For the **first** viewing just watch and listen.

During the **second** viewing you may make notes.

You will then be allowed **ten** minutes to make further notes and to think about your answers to the questions.

During the **third** and final viewing you may make additional notes.

You should spend approximately 50 minutes completing your answer to Question 1.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part question.

You are reminded that assessment will take into account the quality of written communication used in your answers.

*Answer all **three** questions.*

Study the extract from the BBC's coverage of a global event, the 2010 Winter Olympics (broadcast in February 2010).

1. Analyse the extract commenting on:

- visual codes
- technical and audio codes
- narrative construction.

[40]

2. (a) Identify **two** different audiences for this BBC programme. [4]

(b) Explore how this programme attracts **one** of these audiences. [10]

(c) With reference to **your own detailed examples**, explore how media texts position audiences and/or users. [16]

3. Using **your own detailed examples**, explore the representation of **two** events in the media today. [30]

Acknowledgements for extract from BBC's coverage of 2010 Winter Olympics:
BBC Motion Gallery and Olympic Television Archive Bureau approved.



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INSTRUCTIONS TO CENTRES

For this examination, candidates are required to view a short audio-visual extract. The extract will be available on DVD.

Centres need to provide replay and viewing facilities for candidates and ensure that conditions in the examination room are adequate.

An examinations officer and/or a technical support assistant, **under conditions of strict confidentiality**, **must** check the DVD before Wednesday 5 January 2011 at the latest to ensure that there are no faults. If replacement copies are needed, please email the **Despatch unit of WJEC** (despatchqueries@wjec.co.uk). Replacement copies will be sent immediately.

Please send back any faulty DVD(s), with a confirmation of the centre number and a brief description of the fault, to **Angela Perkins, WJEC, 245 Western Avenue, CARDIFF CF5 2YX**.

Please note that **DVDs** may be **retained** by centres to enable students to see the standards required for this unit and to practise examination techniques.

INSTRUCTIONS TO INVIGILATORS

1. Candidates **must** be allowed **3 minutes** to read the Examination Paper before the DVD is played. This reading time is included in the 2½ hours available for the examination.
2. Play the DVD which is provided. All instructions needed by candidates are on the paper and on the DVD.
3. **DO NOT SWITCH OFF THE DVD UNTIL THE EXTRACT HAS BEEN PLAYED THREE TIMES.** (This will take approximately 25 minutes.)
4. Candidates have the remaining time (approximately 2 hours) to complete the examination.