



**GCE AS/A level**

**1291/01**

**MEDIA STUDIES – MS1**

**Media Representations and Responses**

**A.M. MONDAY, 13 May 2013**

**2½ hours plus your additional time allowance**

## **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, black ball-point pen or your usual method.**

**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 opening sequence of the BBC's coverage of Rugby's 2012 SIX NATIONS CHAMPIONSHIP (broadcast, February 2012). This introduces England's match against Wales.**

**1 Analyse the extract commenting on:**

**visual codes**

**technical and audio codes**

**narrative. [40]**

**2(a) Identify TWO visual images of national identity in this opening sequence. [4]**

**(b) Explore in detail how national identity is represented in this opening sequence. [10]**

**(c) With reference to YOUR OWN DETAILED EXAMPLES, explore the representation of national and/or regional identities in the media today. [16]**

- 3 With reference to YOUR OWN DETAILED EXAMPLES, explore what affects how an audience may respond to a media text. [30]**

**ACKNOWLEDGEMENT: BBC Worldwide**