



GCE AS/A level

1291/01

MEDIA STUDIES – MS1

Media Representations and Responses

A.M. FRIDAY, 23 May 2014

2 hours 30 minutes plus your additional time allowance

Surname _____

Other Names _____

Centre Number _____

Candidate Number 2 _____

ADDITIONAL MATERIALS

In addition to this examination paper, you will need:

a 12 page answer book;

print-based resource material.

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.

Study the resource material.

After studying the resource material, you should spend approximately 50 minutes on 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 front covers for XXL and ASIAN WOMAN magazines.

- 1. Analyse the front covers for BOTH XXL and ASIAN WOMAN commenting on:**

visual codes

layout and design

language and mode of address. [40]

- 2(a) Study the cover for XXL magazine. Suggest TWO different audiences for this magazine. [4]**

- (b) Study the cover for ASIAN WOMAN magazine. Explore how the main audience for this magazine has been targeted. [10]**

- (c) With reference to YOUR OWN DETAILED EXAMPLES, explore how media texts attract different audiences. [16]**

3. **With reference to YOUR OWN DETAILED EXAMPLES, explore representations of ethnicity in the media today. [30]**

END OF PAPER

ACKNOWLEDGEMENT: The magazine covers were sourced on the credited websites in January 2013 and are reproduced under the provision of 'Fair Dealing' UK.