



GCE AS/A level

1291/01

MEDIA STUDIES – MS1

Media Representations and Responses

A.M. FRIDAY, 23 May 2014

2 hours 30 minutes

Suitable for Modified Language Candidates

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 or black ball-point pen.

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. How has the main audience for this magazine been targeted? [10]
- (c) How do media texts attract different audiences? Make reference to **your own detailed examples** in your answer. [16]

3. How is ethnicity represented in the media today? Make reference to **your own detailed examples** in your answer. [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.