



**GCE AS/A level**

1291/01

**MEDIA STUDIES – MS1**  
**Media Representations and Responses**

A.M. FRIDAY, 23 May 2014

2 hours 30 minutes

**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. 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.



**GCE AS/A level  
TAG UG/Uwch**

1291/01A

1291/51A

**MEDIA STUDIES – MS1  
ASTUDIO'R CYFRYNGAU – MS1**

A.M. FRIDAY, 23 May 2014

A.M. DYDD GWENER, 23 Mai 2014

2 hours 30 minutes

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**PRINT-BASED RESOURCE MATERIAL FOR PAPER MS1  
DEUNYDD ADNODDAU PRINTIEDIG AR GYFER PAPUR MS1**

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**Cydnabyddiaeth:** Cafwyd cloriau'r cylchgronau oddi ar wefannau awdurdodedig ym mis Ionawr 2013 ac fe'u hatgynhychir dan ddarpariaeth 'Masnachu Teg' yn y DU.

# XXL

SPECIAL COLLECTOR'S ISSUE

## 15 YEAR ANNIVERSARY

—with—

### 66

MCs THAT MATTER

### 176

ICONIC COVERS

### 120

RAP RULES TO LIVE BY

### 15

CLASSIC HIP-HOP STYLES

### 1

SUPER HOT EYE CANDY

EXCLUSIVE INTERVIEW

AFTER SNOOP,  
EMINEM & 50 CENT

# DR. DRE

BRINGS US  
HIP-HOP'S  
NEXT  
BIG  
STAR

# KENDRICK LAMAR







THE MAGAZINE FOR THE WOMAN

WHO WANTS THE WORLD

# ASIAN WOMAN

ONLY £2.95 ISSUE 46

123  
**Spring Fashion**  
Essential Pieces

DISCUSSION

- ◆ Dangerous Liaisons
- ◆ Extreme Beauty
- ◆ Same-Sex Desire
- ◆ After Infidelity

Make him  
**WANT YOU**

**ALESHA DIXON**  
"Maybe I should marry an Asian man"

**TOP TIPS:**  
Make your **BOSS** love you, Get **BIG** beautiful hair, Things **HE** hates, Wild hair **COLOURING**, **FIND** the love again, **TWEET** yourself a job, **QUICK** tasty recipes

TWO WEEK  
**Body Blitz!**

*The Entertainer*



Bollywood Style ♦ Arabian Chic ♦ Asian Music Awards ♦ Must-See Places ♦ Beauty Trends ♦ Film Reviews