



**GCE AS/A level**

1291/01

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

A.M. THURSDAY, 9 January 2014

2 hours 30 minutes

**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 2 hours 30 minutes 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 trailer for the video game *Halo 4* which was released in May 2012. This trailer was part of a marketing campaign which featured actors playing the roles of *Halo 4*'s computer-generated characters.

1. Analyse the extract commenting on:

- visual codes
- technical and audio codes
- narrative.

[40]

2. (a) Identify **two** different representations of gender in this trailer.

[4]

(b) Choose **one** of these gender representations. Explore how it has been constructed in this trailer.

[10]

(c) With reference to **your own detailed examples**, explore representations of women in the media today.

[16]

3. With reference to **your own detailed examples**, explore why audiences respond differently to the same media text.

[30]

**END OF PAPER**

**Acknowledgement:** The trailer for *Halo 4* (Microsoft Studios, 2012) is reproduced in accordance with the 1988 Copyright, Designs and Patents Act and is used for examination purposes only.



**GCE AS/A level**

1291/01A

**MEDIA STUDIES – MS1**

**Media Representations and Responses**

A.M. THURSDAY, 9 January 2014

**TO BE OPENED ON RECEIPT BY EXAMINATION OFFICER  
PRIOR TO DATE OF EXAMINATION**

## 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 18 December 2013 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)**.

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

Owing to copyright issues, **DVDs** must be returned to WJEC after the examination.  
Please return to: **AS/A Media Studies, WJEC, 245 Western Avenue, Cardiff CF5 2YX**.

## INSTRUCTIONS TO INVIGILATORS

1. Candidates **must** be allowed **three minutes** to read the examination paper before the DVD is played. This reading time is included in the 2 hours 30 minutes 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.