



GCE AS/A level

1291/01

MEDIA STUDIES – MS1

Media Representations and Responses

A.M. FRIDAY, 22 May 2015

2 hours 30 minutes plus your additional time allowance

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 carefully before you answer the questions.

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 DVD covers for THE MORTAL INSTRUMENTS:
CITY OF BONES and RED 2.**

1. Analyse BOTH DVD covers commenting on:

visual codes

layout and design

narrative [40]

**2(a) Identify TWO different representations of age in
the DVD covers. [4]**

**(b) Choose ONE of these representations of age.
Explore how it has been constructed in the DVD
cover. [10]**

**(c) With reference to YOUR OWN DETAILED
EXAMPLES, explore representations of older
people in the media today. [16]**

3. **With detailed reference to TWO OR THREE EXAMPLES you have studied, explore how media texts are constructed to position audiences and/or users. [30]**

END OF PAPER

ACKNOWLEDGEMENT: The DVD covers were sourced on the credited websites in January 2014 and are reproduced under the provision of 'Fair Dealing' UK.