



GCE AS/A level

1291/01

MEDIA STUDIES – MS1

Media Representations and Responses

A.M. THURSDAY, 19 May 2016

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;**
- to view an audio-visual extract.**

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. 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 opening sequence of the BBC1 PANORAMA documentary, APPLE'S BROKEN PROMISES, broadcast in December 2014. The programme deals with the issue of poor working conditions.

- 1. Analyse the opening sequence commenting on:**
 - visual codes**
 - technical and audio codes**
 - narrative [40]**

- 2(a) Suggest TWO different audiences for this opening sequence. [4]**

- (b) Explore how this opening sequence appeals to ONE of these audiences. [10]**

- (c) Explore the different ways audiences respond to media texts. Refer in detail to TWO examples you have studied. [16]**

3. Using **YOUR OWN DETAILED EXAMPLES**, discuss the representation of contemporary issues in the media. [30]

END OF PAPER