

512/01

MEDIA STUDIES

ME2

Media Representations and Reception

A.M. THURSDAY, 8 June 2006

(1½ hours)

ADDITIONAL MATERIALS

In addition to this examination paper, you will need a 12 page answer book.

INSTRUCTIONS TO CANDIDATES

Answer Question 1 and **either** Question 2 **or** Question 3.

INFORMATION FOR CANDIDATES

Mark allocations are shown in brackets.

Candidates will be assessed on their written communication.

No certificate will be awarded to a candidate detected in any unfair practice during the examination.

Answer Question 1 and **either** Question 2 **or** Question 3.

1. Read the following statements, which were taken from students' essays on representations of masculinity, and then answer the questions that follow.

"The media, in the 21st Century, continue to create an ideology that men are superior to women."

"Representations of men in magazines are constantly changing. Men are not always shown as dominant."

"Most film narratives centre on strong, heroic male figures."

- (a) Define **two** of the underlined words. [6]
- (b) You work for an advertising agency. You have to create a magazine advertisement for a new after-shave which will challenge traditional representations of men.
- Give the product a name.
 - Briefly outline the main features of the advertisement.
 - Explain how it will challenge traditional representations of men. [9]
- (c) To what extent do you think that the media representation of men has changed in recent years? You may refer to the resource material images if you wish. [10]

Answer **either** Question 2 **or** Question 3.

Either,

2. (a) Name **two** theories which are associated with the *effects debate*. [2]
- (b) Explain these two theories using examples. [10]
- (c) How far do you think that violence on television causes violent behaviour? [13]

Or,

3. (a) Define the term 'passive audience'. [4]
- (b) Do you think audiences are passive? Use two examples to support your answer. [8]
- (c) How far do you think the media influence people's attitudes? Use examples to support your point of view. [13]



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