

512/01

MEDIA STUDIES

ME2

Media Representations and Reception

A.M. THURSDAY, 7 June 2007

(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 student conversation and then answer the questions that follow:

Gina: I think that news coverage in Britain is still very ethnocentric and biased.

Sabirah: No, I think you're wrong. News today offers a much more balanced representation of events.

Richard: I agree to a certain extent but I think it still reflects a dominant ideology.

- (a) Define **two** of the underlined words/phrases. [6]
- (b) You have been asked to design a poster to promote Britain as a multi-cultural society to visitors from abroad.
- Explain the images you will include in your poster.
 - How do they promote a positive image of contemporary Britain? [8]
- (c) In what ways are the images on page 3 typical media representations of ethnicity in Britain today? Refer to at least **two** of the images from the resource material. [11]

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

Either,

2. (a) The following are categories used by some advertisers to help them classify different audiences. Explain briefly what you understand by **two** of them.

Mainstreamers	Aspirers	Reformers	
Succeeders	Care Givers	Social Climbers	[6]

- (b) How useful do you think these kinds of categories are in helping to define audience types? [9]
- (c) Audiences do not always respond to media texts in the way that producers of the text expect. Why do different audiences respond to the same text in different ways? [10]

Or,

3. (a) Outline briefly any **one** theory which suggests that audiences are *active*. [6]
- (b) Discuss **one** example where this theory can be applied successfully. [9]
- (c) Are active audience theories more acceptable than passive audience theories? Give reasons. [10]



Boxer Amir Khan and his father



Community Police Officers on duty



The annual Notting Hill Carnival, London



England cricketers Monty Panesar and Andrew Flintoff



Olympic medallists Amir Khan, Kelly Holmes and Jonathan Edwards