



**General Certificate of Education  
Advanced Subsidiary/Advanced**

512/01

**MEDIA STUDIES**

**ME2**

**Media Representations and  
Reception**

P.M. WEDNESDAY, 16 January 2008

(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. Look at the resource material on page 3. It shows images of singers.

Read the following contrasting statements before answering the questions.

‘The media’s portrayal of women has become more positive lately. Women are now rarely shown in stereotypical poses and situations.’

‘The process of mediation continues to dehumanise and demoralise women. Too many images still carry negative connotations.’

- (a) Define **two** of the underlined words/phrases. [6]
- (b) You have been asked to produce a new women’s magazine which aims to offer a positive image of women.
- Give the magazine a **name** and choose a **central image** for the front cover.
  - Explain your choices.
  - How does your magazine offer a positive representation of women? [8]
- (c) With reference to at least **two** women, explain how the media have represented them. You may refer to the resource material. [11]

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

**Either,**

2. (a) Identify **two** audience theories. [2]
- (b) Explain these theories using examples. [8]
- (c) How do audience theories help you understand audience reception? [15]

**Or,**

3. (a) Using an example, briefly explain what you understand by a *polysemic* text. [4]
- (b) Using an example, explain how a text has a *preferred reading*. [6]
- (c) Explore how a person’s social and cultural background can influence their interpretation of media texts. [15]



American singer Christina Aguilera



British singer Leona Lewis



Australian singer Kylie Minogue



American singer Pink