

### GCE AS/A level

1291/01

# MEDIA STUDIES MS1

Media Representations and Responses

P.M. TUESDAY, 17 May 2011  $2\frac{1}{2}$  hours

#### 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 or black ball-point pen.

Answer all three questions.

Read the questions so that you are familiar with their requirements.

Study the resource material.

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 front covers for GQ (December 09) and Saga Magazine (November 09).

- 1. Analyse the front covers for both GQ and Saga magazines commenting on:
  - visual codes
  - layout and design
  - language and mode of address.

[40]

- 2. (a) Study the front cover for GQ magazine. Suggest two different audiences for this magazine. [4]
  - (b) Study the front cover for Saga Magazine aimed at people over 50. Explore how this audience has been targeted. [10]
  - (c) With reference to **your own detailed examples**, explore how media texts target different audiences. [16]
- 3. Using your own detailed examples, explore representations of age in the media today. [30]

#### **ACKNOWLEDGEMENTS**

*Saga Magazine*, November 2009: WJEC gratefully acknowledges permission to reproduce front cover. *GO*, December 2009, Condé Nast Publications.



1291/51-A

## **MEDIA STUDIES MS1 ASTUDIO'R CYFRYNGAU MS1**

P.M. TUESDAY, 17 May 2011

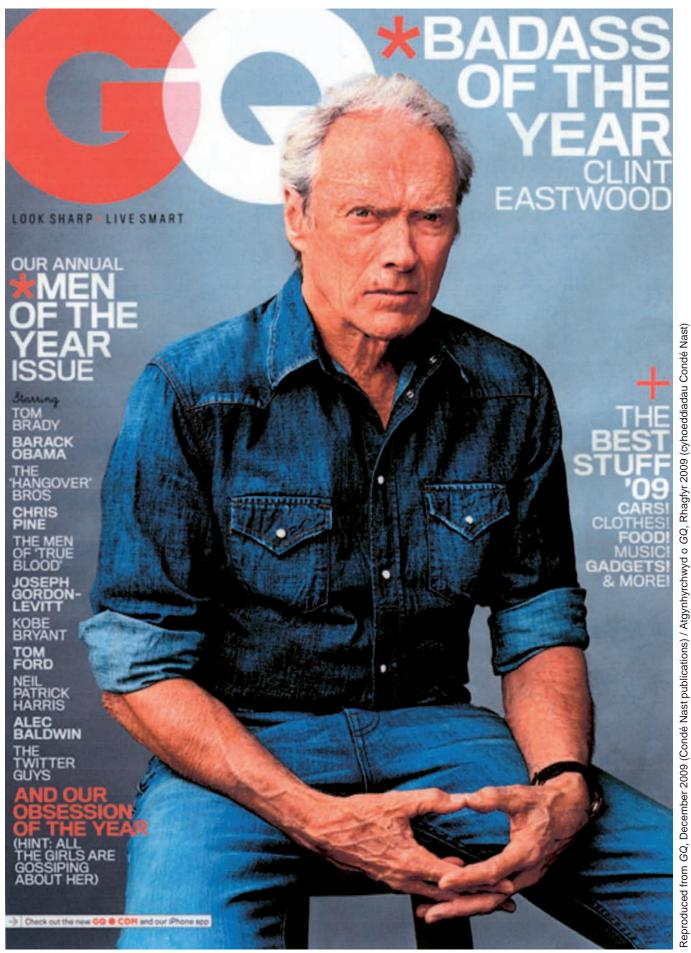
P.M. DYDD MAWRTH, 17 Mai 2011

 $2\frac{1}{2}$  hours

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PRINT-BASED RESOURCE MATERIAL FOR PAPER MS1 DEUNYDD ADNODDAU PRINTIEDIG AR GYFER PAPUR MS1





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