



GCE AS/A level

1291/01

MEDIA STUDIES – MS1
Media Representations and Responses

A.M. FRIDAY, 13 January 2012

2½ 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 **two** film posters for *Winter's Bone* (2010) and *Unknown* (2011).

1. Analyse the **two** film posters commenting on:
 - visual codes
 - layout and design
 - genre. [40]

2.
 - (a) Choose **one** of the film posters and suggest **two** different audiences for this film. Give brief reasons for your suggestions. [6]
 - (b) With reference to the **other** film poster, explore how audiences are attracted to this film. [9]
 - (c) With reference to **your own detailed examples**, which must **not** include the resource material examples, explore why audiences may respond differently to the same media text. [15][30]

3. With reference to **your own detailed examples**, explore the representation of gender in the media today. [30]

Acknowledgement: permission was sought for the use of the *Winter's Bone* and *Unknown* film posters, which were sourced at www.wintersbonemovie.com and www.unknownmovie.warnerbros.com



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PRINT-BASED RESOURCE MATERIAL FOR PAPER MS1





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PRINT-BASED RESOURCE MATERIAL FOR PAPER MS1



Source: www.wintersbonemovie.com

