



GCE AS/A level

1291/01

New AS

MEDIA STUDIES

MS1

Media Representations and Responses

P.M. THURSDAY, 15 January 2009

2½ hours

ADDITIONAL MATERIALS

In addition to this examination paper, you will need:

- a 12 page answer book;
- the resource material booklet.

INSTRUCTIONS TO CANDIDATES

Answer **all three** questions.

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

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 covers for the DVD *Kidulthood* and the PC game *The Sims 2 University*.

1. Analyse the two covers commenting on:

- visual codes
- layout and design
- language and mode of address.

[40]

2. (a) Study the cover for *The Sims 2 University*. Suggest **two** different audiences for this game. Give brief reasons for your suggestions. [6]

(b) Study the DVD cover for *Kidulthood*. Explore how the main audience for this DVD has been targeted. [9]

(c) Discuss how media texts attract different audiences. Refer to **your own detailed examples**. [15]

3. With reference to **your own detailed examples**, explore the different representations of young people in the media today. [30]