



GCE AS/A level

1291/01

MEDIA STUDIES

MS1

Media Representations and Responses

P.M. TUESDAY, 17 May 2011

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 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.
GQ, December 2009, Condé Nast Publications.



**GCE AS/A level
TAG UG/Uwch**

1291/01A
1291/51-A

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

P.M. TUESDAY, 17 May 2011

P.M. DYDD MAWRTH, 17 Mai 2011

2½ hours

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

SAGA MAGAZINE NOVEMBER 2009

THE UK'S BESTSELLING MONTHLY MAGAZINE

W W.SAGA.CO.UK

SAGA MAGAZINE

NOVEMBER 2009 £2.50

MICHAEL CAINE
 THE ACTOR RETURNS
 TO THE MEAN STREETS OF
 HIS CHILDHOOD – AND
 DOESN'T LIKE WHAT HE SEES

‘There was
 crime when
 I was growing
 up. But I can’t
 remember
 old people
 being terrified
 to go out’

MICHAEL CAINE • VERA LYNN • MONTY DON • DELIA SMITH • CHRISTMAS PRESENTS

**AGEISM
 AND THE BBC**
 EMMA SOAMES TAKES ON
 THE TOP BRASS

**NOT JUST A
 PRETTY VOICE**
 DAME VERA LYNN
 COMES OUT FIGHTING. AGAIN

**CHRISTMAS
 IS COMING**
 OUR TEAM OF EXPERTS
 SOLVE YOUR
 PRESENT DILEMMAS

PLUS
 DELIA SMITH'S RECIPES
 MONTY DON'S GARDEN
 PAUL LEWIS'S ADVICE
 ...AND JENNY ECLAIR'S FIRST KISS

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GQ

LOOK SHARP • LIVE SMART

***BADASS OF THE YEAR**
CLINT EASTWOOD

OUR ANNUAL ***MEN OF THE YEAR** ISSUE

Starring
TOM BRADY
BARACK OBAMA
THE 'HANGOVER' BROS
CHRIS PINE
THE MEN OF 'TRUE BLOOD'
JOSEPH GORDON-LEVITT
KOBE BRYANT
TOM FORD
NEIL PATRICK HARRIS
ALEC BALDWIN
THE TWITTER GUYS

AND OUR OBSESSION OF THE YEAR
(HINT: ALL THE GIRLS ARE GOSSIPING ABOUT HER)

+ THE BEST STUFF '09
CARS!
CLOTHES!
FOOD!
MUSIC!
GADGETS!
& MORE!

Check out the new **GQ.COM** and our iPhone app

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