

General Certificate of Education
January 2004
Advanced Subsidiary Examination



MEDIA STUDIES
Unit 1 Reading the Media

MED1

Thursday 15 January 2004 Afternoon Session

In addition to this paper you will require:

- an 8-page answer book;
- a copy of the extract (enclosed).

Time allowed: 1 hour 15 minutes (including 15 minutes reading time)

Instructions

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is MED1.
- Answer the **one** compulsory question.

Information

- The maximum mark for this paper is 60.
- In this paper you will be expected to show you know and understand the **Key Concepts** used in Media Studies and can use them in your analysis of the text.
- You are reminded of the need for good English and clear presentation. Your answer should be in continuous prose. Quality of written communication will be assessed.

Advice

- You should read the question paper carefully before beginning your answer.
- You should spend 15 minutes reading the text and making notes on it. You should then spend one hour writing your answer.

Answer the **one** compulsory question below.

The question carries 60 marks.

QUESTION

Provide an analysis of the text: the front cover and contents pages of *Computer Active*, issue 131, published 20 February–5 March 2003 by VNU Business Publications.

- You have **15 minutes** to read and make notes on the question and the accompanying print text.
- You will then have **one hour** to write your analysis.
- You will be rewarded for making detailed references to the text.
- You should focus your analysis upon the Key Concepts of Media Language, Representation and Media Audiences.
- You may also wish to comment upon Values and Ideology and Media Institutions.

END OF QUESTION