

General Certificate of Education  
January 2005  
Advanced Subsidiary Examination



**MEDIA STUDIES**  
**Unit 1 Reading the Media**

**MED1**

Monday 17 January 2005 Afternoon Session

<p><b>In addition to this paper you will require:</b> an 8-page answer book.</p>
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Time allowed: 1 hour 15 minutes (including 15 minutes viewing 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 that you 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 first.
- You should spend 15 minutes viewing the text and making notes on it. These notes will not be marked. You should then spend one hour writing your answer.

Answer the **one** compulsory question below.

The question carries 60 marks.

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### QUESTION

Provide an analysis of the text: the opening sequence of *My Wife and Kids*, broadcast at 9.35 a.m. on Sunday 2 November 2003 on the digital television channel, TROUBLE RE-LOADED.

- You will be shown the text **three** times.
- You will have approximately **three and a half** minutes between each viewing to make notes in your answer book. Your notes will not be marked.
- You then have **one hour** to write your analysis.
- You should focus your analysis upon the Key Concepts of Media Language, Representations and Media Audiences.
- You may also wish to comment on Values and Ideology and Media Institutions.
- You will be rewarded for making detailed references to the text.

The video is not reproduced here due to third-party copyright constraints.

**END OF QUESTION**

**Copyright and acknowledgements:**

*My Wife and Kids*, broadcast on 2 November 2003 on TROUBLE RE-LOADED

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