

General Certificate of Education
January 2007
Advanced Subsidiary Examination



MEDIA STUDIES
Unit 1 Reading the Media

MED1

Wednesday 17 January 2007 1.30 pm to 2.45 pm

For this paper you must have:

- an 8-page answer book.

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 that you can use them in your analysis of the text.
- You will be marked on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary where appropriate. The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered.

Advice

- You are advised to read the question paper carefully first.
- You are advised to spend 15 minutes reading the texts and making notes. 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.

Provide an analysis of the text:

Advertisement for *Jamie's Great Italian Escape*, published in the RADIO TIMES 15–21 October 2005. Published by Radio Times/BBC.

- You will have fifteen minutes to make notes on the text in your answer book. Your notes will not be marked.
- You will then have **one hour** to write your analysis.
- You will be rewarded for making detailed references to the text.

END OF QUESTION

There is no source material printed on this page

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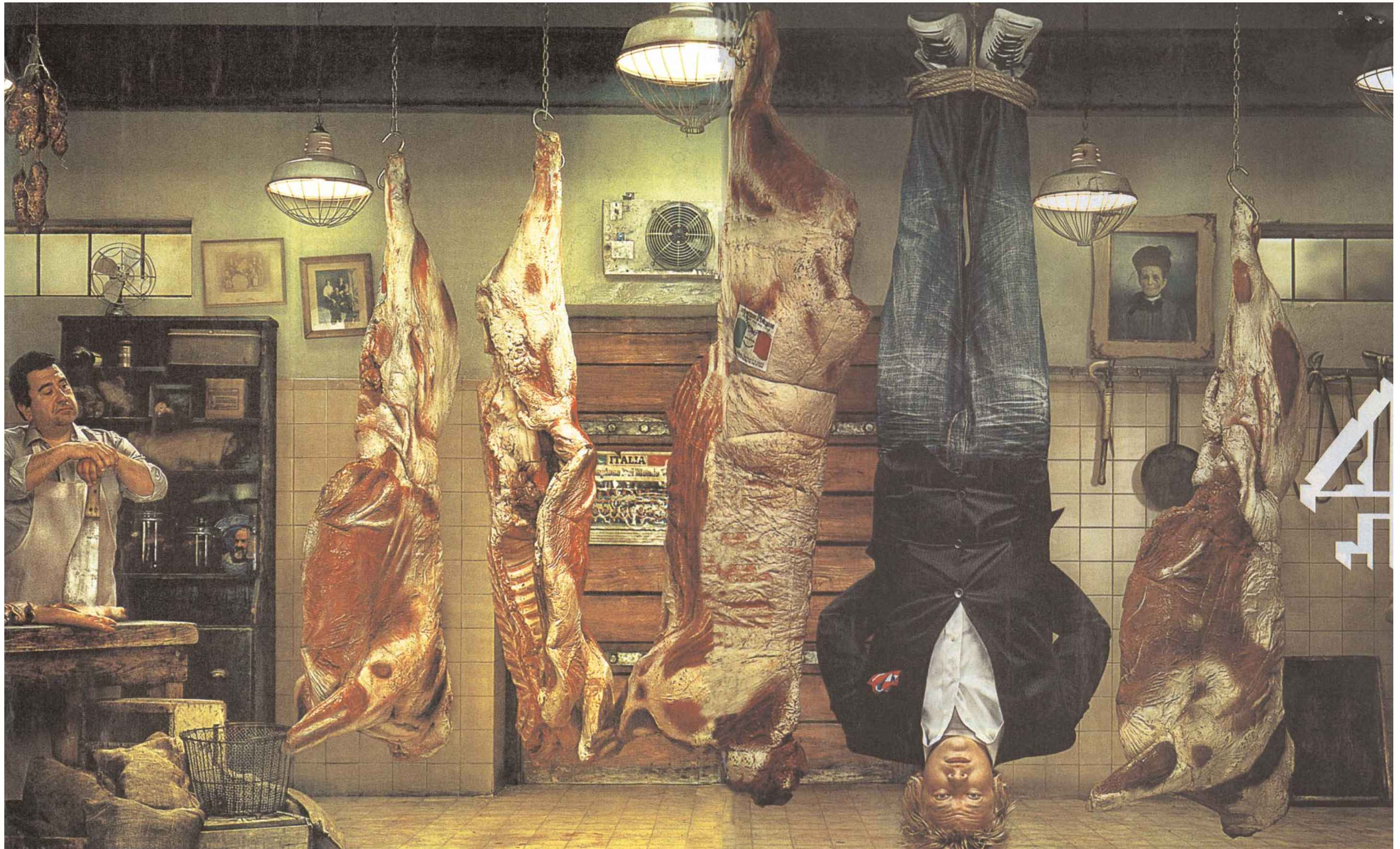


Insert

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■ Text for use with the **compulsory question**:

Advertisement for *Jamie's Great Italian Escape*, published in the RADIO TIMES 15–21 October 2005.
Published by Radio Times/BBC.



Jamie's Great Italian Escape
Starts Wednesday 19th October 8.30pm