

General Certificate of Education
January 2008
Advanced Subsidiary Examination



MEDIA STUDIES
Unit 1 Reading the Media

MED1

Wednesday 16 January 2008 1.30 pm to 2.45 pm

For this paper you must have:

- an 8-page answer book
- a copy of the text (enclosed)

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

Instructions

- Use black ink or black 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 reading 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.

Provide an analysis of the text:

Advertisement for *Hitman: Blood Money* PlayStation 2 game, published in PC GAMER magazine, issue no. 163, July 2006, by Future Publishing Ltd, Bath.

- 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

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PlayStation 2 Game, published in PC GAMER magazine, issue no. 163, July 2006, by Future Publishing Ltd, Bath.

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