

General Certificate of Education
June 2005
Advanced Subsidiary Examination



MEDIA STUDIES
Unit 1 Reading the Media

MED1

Thursday 9 June 2005 Morning 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. 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.

QUESTION

Provide an analysis of the text: the front cover and page *three* of *J17*, published April 2004 by Emap élan Network Ltd.

- 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

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Text for use with the compulsory question

Front cover and page *three* of *J17* magazine, published April 2004, by Emap élan Network Ltd.

FREE! 2 GLAM NAIL KITS TO COLLECT!

J17

The Mag That Goes Faster! Every Month!



SWEET, DUDE!

Ashton

Hollywood's hottest
kisser reveals all!
Sexy interview & pics inside!



**Busted
Christina
McFly
and more!**

OH! MY! GOD!

“A shark bit my arm off!”
“I met my real mum
in a supermarket!”

Bag a bargain!

**LOVE
YOURSELF!**

Single, sorted and so over him!

234

**Fashion & beauty
buys you'll love!**

Boy quiz

Is he too flirty for you?

PLUS YOUR STYLE! * YOUR STARS! * YOUR LIFE!

hi!

Welcome to the **April** issue of J17...

If there's one thing we love at J17, it's fashion, beauty and free stuff! OK, that's more than one thing, but a girl's allowed to be spoilt. Speaking of which, we hope you love your **new glam** nail kits, free with this month's issue. Which one did you choose? Our **Beauty Ed**, **Katie's** gone mad for the pink manicure set, and the **Sugababes** couldn't stop raving about both!

Speaking of babes, don't miss our intimate interviews with **Ashton Kutcher** (page 18) and new American cutie **Jay Hernandez** (page 50), and see what happened when our **Kia** got to be in the new **Phixx video** (page 28)! Plus we've got posters of all your favourite stars including **Pink**, **Busted**, **Christina** and **McFly**.

When we weren't busy putting together your mag, J17 hit the streets to find out all about **you and your life** - your style, your stories, your opinions and, of course, your boys (check out the lads in Leicester on page 57).

Remember it's **your opinions that matter**, so don't forget to write to us at j17@emap.com and tell us what you think of the mag.

Happy nail-painting,

Love J17

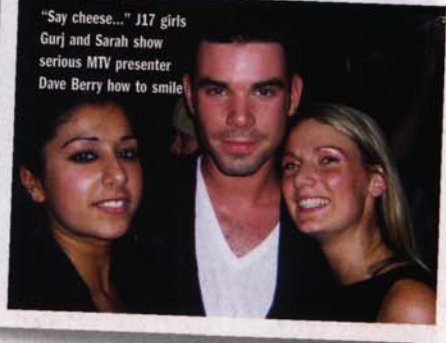
PS. Turn to **page 65** for more gorgeous fashion and top tips for the perfect manicure!



email us with all your thoughts, ideas, and opinions at j17@emap.com



Heidi, Mitya and Keisha show off their babelicious J17 nail kits



"Say cheese..." J17 girls Gurj and Sarah show serious MTV presenter Dave Berry how to smile



Gurj catches up with MTV presenter Alex Zane. What a cute couple, eh?



Eden and Katie 'need their J17 Phixx now and again!'



Kia competes in the 'big Phixx hair' comp

THIS MONTH WE ♥



SPOTTY SHOES
You can never have too many shoes and these Office cuties, £64.99, come with detachable bows!



HOT CROSS BUNNY
Easter is upon us and look who popped into the J17 office!



Our fashion and beauty girls let loose in the fashion cupboard... big mistake

PHOTOS: SAM JONES, VICKI SEATON, NICHE WILLIAMS

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