**WJEC Media AS-Level : Questions on Audience**

**January 09:**

Discuss how different media texts attract different audiences. Refer to your own detailed examples.

**June 09:**

How does the same media text attract a range of different audience responses? Refer to your own detailed examples.

**Jan 10:**

With reference to your own detailed examples, explore what influences how audiences or users respond to media texts.

**June 10:**

Using your own detailed examples, examine why audiences respond differently to media texts.

**Jan 11:**

With reference to your own detailed examples, explore how media texts position audiences and/ or users.

**June 11:**

With reference to your own detailed examples, explore how media texts target different audiences.

**Jan 12:**

With reference to your own detailed examples, which must not include the resource

material examples, explore why audiences may respond differently to the same media

text.

**June 12:**

With reference to your own detailed examples, explore the ways in which media texts are

constructed to target audiences.

**Jan 13:**

With reference to your own detailed examples, explore how audiences are categorised by

the producers of media texts.

**May 13:**

With reference to your own detailed examples, explore what affects how an audience may respond to a media text.

**Jan 14:**

With reference to your own detailed examples, explore why audiences respond differently to the same media text.

**Representation Questions:**

The question is nearly always the same:

**Using your own detailed examples, explore the representation of………… in the media today.**

The focus varies:

Jan 09 – representations of young people

Jun 09 – women

Jan 10 – ethnicity

June 10 – men

Jan 11- two events

June 11 – age

Jan 12 – gender

June 12 – two issues

Jan 13 – young people

May 13 – national identity

Jan 14 - gender

**Analysis Texts:**

The texts used have been as follows:

Jan 09 – covers for Kidulthood DVD and Sims 2 (University) cover

June 09 – extract from The Bill

Jan 10 – Newsround/ BBC News clips – election of Obama

June 10 – three ads (Stella Artois/ Adidas/ KFC)

Jan 11 – coverage of Winter Olympics

June 11 – Front covers for GQ and Saga magazines

Jan 12 – Film posters for Winter’s Bone and Unknown

June 12 - extract from BBC Horizon documentary on drugs

Jan 13 – opening sequence of Great Expectations TV drama

May 13 – opening sequence of the BBC’s coverage of Rugby’s 2012 Six Nations Championship introducing England’s match against Wales.

Jan 14 - trailer for the video game Halo 4