



Queen Margaret University
EDINBURGH

SCHOOL OF ARTS, SOCIAL SCIENCES AND MANAGEMENT
DIVISION OF MEDIA, COMMUNICATION & PERFORMING ARTS

LEVEL 1 DIET 1

MODULE CODE: I1133

MODULE TITLE: Narrative and Representation

DATE: 03 May 2016	TIME: 2.00PM
WRITING TIME: 60 minutes	READING TIME: 15 minutes

INSTRUCTIONS:

Candidates must answer ***both*** questions. Each question counts as %50 of the exam mark.

The clips on which question 1 is based will each be played twice during the 15 minutes of reading time at the start of the examination, with a few minutes in between plays to allow students to make notes.

Students should not open their answer booklets during this period, but should make notes on scrap paper.

Once the 15 minutes of reading time have elapsed, the invigilator will instruct you to open your answer booklets and begin.

PAPER SETTER: Martin Zeller-Jacques

Narrative and Representation

Answer **both** questions.

Question 1:

(50%)

Conduct a detailed, comparative analysis of the two clips you have just watched.

You may find it helpful to use these sub-questions to structure your response:

- What meaning does each advertisement convey, and how does it achieve this?
- How do they function at the level of image (eg, mise en scene and montage) and sound (eg, music and dialogue)?
- What signifiers do they employ and what are their connotations?
- What are some of the key similarities and differences between the two advertisements?

Question 2:

(50%)

Discuss the way a media text of your choice represents a particular group/identity category of your choice. You should draw upon detailed textual examples and relevant theoretical models in your answer.