

General Certificate of Education
January 2003
Advanced Subsidiary Examination



MEDIA STUDIES
Unit 2 Textual Topics in Contemporary Media

MED2

Thursday 16 January 2003 Afternoon Session

In addition to this paper you will require:

- an 8-page answer book.

Time allowed: 1 hour 30 minutes

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 MED2.
- Answer **two** questions. All questions carry 30 marks.

Information

- In this paper you will be tested on your ability to:
 - demonstrate knowledge and application of the Key Concepts employed within Media Studies
 - evaluate texts and ideas, using the Key Concepts
 - demonstrate knowledge, application and evaluation of major ideas, theories, debates and information relevant to the study of contemporary media.
- You are reminded of the need for good English and clear presentation. Your answers should be in continuous prose. Quality of written communication will be assessed.
- You will be rewarded for specific reference to a wide range of media texts.
- The maximum mark for this paper is 60.

Answer **two** questions, each from a different topic area.
All questions carry 30 marks.

1 Film and Broadcast Fiction

- Either** (a) Present a detailed reading of **one** film OR **one** broadcast fiction text you have enjoyed.

Explain its appeal to you and the pleasures it offers audiences.

(You may wish to consider some of the following: narrative devices and structures, film or broadcast fiction techniques, the appeal of characters or stars, identification with themes or issues, escapism.)

- Or** (b) Describe the ways in which film and broadcast fictional texts are different from each other. Account for these differences, with detailed reference to at least **one** film and at least **one** broadcast text.

2 Documentary

- Either** (a) “Despite changes in technology, basic documentary techniques will never change.”

Discuss this statement with reference to **at least two** documentaries you have studied.

- Or** (b) Account for the appeal to audiences and producers of the documentary formats sometimes referred to as ‘Reality TV’.

Support your answer with detailed examples from a range of programmes.

(Examples of documentaries which could be described as ‘Reality TV’ include: docu-soaps, Big Brother-type shows, Popstars, Survivors.)

3 Advertising and Marketing

- Either** (a) “A great brand taps into emotions and emotions drive most if not all our decisions.” *Scott Bedbury, ‘Marketing Chief’, quoted in The Guardian, January 2001.*

Describe and evaluate the emotional appeal of advertising and/or marketing techniques from campaigns you have studied.

- Or** (b) Why do advertisers use covert techniques to promote their products? Support your answer with illustrations from a range of promotional ‘below-the-line’ techniques.

(Examples of covert techniques you may wish to discuss include: sponsorship, events, tie-ins, use of celebrities, news management, product-placement.)

4 British Newspapers

- Either** (a) What are 'tabloids', and how do they differ from 'broadsheets' in the ways in which they present news and address their readers?

Give a range of examples to support your answer.

- Or** (b) It has been said that the power of the British press lies in its ability to shape public opinion.

Give examples of ways in which British newspapers have used this power.

END OF QUESTIONS