

General Certificate of Education  
January 2004  
Advanced Subsidiary Examination



**MEDIA STUDIES**  
**Unit 2 Textual Topics in Contemporary Media**

**MED2**

Thursday 15 January 2004 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, each from a different topic area.

**Information**

- The maximum mark for this paper is 60. All questions carry 30 marks.
- In this paper you will be expected to:
  - show what you know about media texts and topics using the **Key Concepts**
  - comment on media theories, ideas, debates and information.
- You will be rewarded for specific reference to contemporary media texts.
- 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.

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

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### 1 Film and Broadcast Fiction

**Either** (a) Describe and illustrate the main differences in the narrative structure and techniques used in **two** broadcast fiction texts of your choice.

Give reasons for the differences.

**Or** (b) Do you think that film and television fiction does more than simply entertain?

Support your views by referring to a range of film **AND/OR** broadcast fiction texts.

### 2 Documentary

**Either** (a) Explain how documentaries can only give their viewers a mediated view of 'real life'.

**Or** (b) Analyse **two** documentaries, one of which must be contemporary, that you believe to be of particular interest in the development of the documentary genre.

### 3 Advertising and Marketing

**Either** (a) Describe, giving detailed examples, some of the potential advantages for advertisers and marketers of **one or more** of the following media outlets:

- Television
- Radio
- Print media
- Outdoor advertising
- Cinema
- Internet and new media technologies.

**Or** (b) “Standing out from the crowd is an essential part of any advertising campaign.”  
(Meg Carter in *The Guardian* 28/01/02)

Discuss this statement with detailed reference to a recent campaign of your choice.

### 4 British Newspapers

**Either** (a) By referring to examples of news stories and features from **one or more** British newspapers, show how these reveal the values of the newspapers concerned.

**Or** (b) A visiting American actress said that the British press is out of control. Do you agree?

Support your answer with examples.

*(In your discussion you may like to consider some of the following issues: privacy; sensationalism; inaccuracy; fabrication; regulation.)*

**END OF QUESTIONS**