

General Certificate of Education
January 2005
Advanced Subsidiary Examination



MEDIA STUDIES
Unit 2 Textual Topics in Contemporary Media

MED2

Monday 17 January 2005 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.

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

1 Film and Broadcast Fiction

Either (a)

Week ending 9 November	
Top20 TV Shows	
	Millions
Coronation Street (Mon) ITV1	14.784
EastEnders (Mon) BBC1	13.682
Emmerdale (Mon) ITV1	11.012
Heartbeat ITV1	10.534
Prime Suspect ITV1	10.498
Pop Idol ITV1	8.817
Antiques Roadshow	8.57
Casualty BBC1	8.372
Pop Idol Results ITV1	8.357
The Bill (Wed) ITV1	7.969
Holby City BBC1	7.809
Walking With Sea Monsters BBC1	7.59
Holiday Airport: Cyprus ITV1	7.088
Absolutely Fabulous BBC1	7.025
Who Wants To Be A Millionaire ITV1	6.983
Film: Double Jeopardy ITV1	6.955
Airline ITV1	6.921
Monarch Of The Glen BBC1	6.513
Holiday Showdown ITV1	6.507
Festival Of Remembrance BBC1	6.453

Only one inclusion per show – highest rating taken.
Not including repeats. BARB data supplied by TNS.

Top 20 TV shows for week ending 9 November 2003
(Source: *The Total TV Guide*, 6–12 December, 2003)

More than half of the programmes in the above chart are examples of fictional texts.

Account for the popularity of broadcast fiction with television audiences.
Support your argument with illustrations from a range of texts that you have studied.

(You may refer to any of the fictional texts in the chart or to any others that you have studied.)

Or (b) Provide a detailed analysis of **one** film AND/OR **one** broadcast fictional text, explaining how the elements of its construction engage its audience.

You may wish to consider some of the following:

- narrative devices and structures
- film or broadcast fiction techniques
- the appeal of characters or stars
- inclusion of themes or issues.

2 Documentary

Either (a) “All documentary makers have a view of their subject matter that they want to communicate to audiences.” By referring in detail to **at least two** documentaries discuss the techniques documentary makers use to make their views clear.

Or (b) Why do people watch documentaries?

Support your answer by referring to examples from a range of documentary formats that you feel illustrate the appeal of documentaries to audiences.

3 Advertising and Marketing

Either (a) By referring in detail to a recent campaign that presents a strong brand identity show how brand image is important in advertising and marketing.

Or (b) “Research has shown that many groups, for instance young people, do not respond to traditional advertising strategies when making their consumer choices.”

Discuss in detail some recent promotional strategies that have been developed in response to such challenges.

4 British Newspapers

Either (a) “Tabloids spread moral panics (...) Some campaigns, for example the anti-asylum seekers campaign, have been misinformed by hatred and exaggeration which has played on people’s fears and prejudices.” (Roy Greenslade in *The Guardian Media Supplement*, 3 February 2003.)

Is such criticism fair? Support your answer with examples.

Or (b) News can be presented very differently in different newspapers.

Discuss the reasons for this, giving detailed examples from **at least two** newspapers.

END OF QUESTIONS

THERE ARE NO QUESTIONS PRINTED ON THIS PAGE

Copyright and Acknowledgements:

Question 1(a): List of Top 20 TV Shows for week ending 9 November 2003, published in *The Total TV Guide*, 6–12 December 2003.

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Question 4(a): Quoted from Roy Greenslade in *The Guardian Media Supplement*, 3 February 2003.