

General Certificate of Education
January 2007
Advanced Subsidiary Examination



MEDIA STUDIES
Unit 2 Textual Topics in Contemporary Media

MED2

Wednesday 17 January 2007 1.30 pm to 3.00 pm

For this paper you must have:

- 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 question must be 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 will be marked on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary where appropriate. The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered.

Answer **two** questions, each from a different topic area.

All questions carry 30 marks.

1 Film and Broadcast Fiction

EITHER (a) Choose **two** contrasting broadcast fiction texts and explain how each appeals to its audience.

OR (b) “The beginning of a film sets up the story and engages the audience in the narrative; the ending has a definite resolution which leaves the audience satisfied.”

Do you agree? Support your argument with examples from **one or more** recent films.

2 Documentary

EITHER (a) Can documentaries ever give an undistorted picture of reality? Refer to **at least two** documentaries in your argument. One should be a pre-1990 text.

OR (b)

This quote from *Representing Reality* on BBC4, has been removed due to third-party copyright constraints.

In the light of this statement discuss the functions of **one** documentary of your choice.

3 Advertising and Marketing

EITHER (a) Consider the use of new technology by advertisers and marketers to access young people.

OR (b) How and why do advertisers seek to touch the feelings and emotions of their target audiences?

Provide recent, detailed examples to support your ideas.

4 British Newspapers

EITHER (a) “Celebrity is the predominant narrative of the age.”

Account for the emphasis on celebrities in British newspapers, giving detailed examples.

OR (b) Give a detailed analysis of **one** newspaper, showing how well it caters for its readers.

END OF QUESTIONS

There are no questions printed on this page

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Question 2(b): *Paul Watson: Representing Reality*. Broadcast on BBC4, September 2005.

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