

General Certificate of Education  
January 2008  
Advanced Subsidiary Examination



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

**MED2**

Wednesday 16 January 2008 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 black ink or black 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 are reminded of the need for good English and clear presentation in your answers. All questions should be answered in continuous prose. Quality of written communication will be assessed in all answers.

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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) 'A function of film and broadcast fiction is to reassure audiences and confirm their beliefs and values.'

Discuss this statement in the light of **at least two** films OR **at least two** broadcast fiction texts.

**OR** (b) Consider in detail the ways in which **one** recent film OR **one** recent broadcast fiction text engages its audience.

### 2 Documentary

**EITHER** (a) How and why do documentary makers use narrative and editing techniques to tell convincing stories?

**OR** (b) 'Many documentaries are made with a pre-set agenda.'

Do you agree? Support your argument with examples.

### 3 Advertising and Marketing

- EITHER** (a) 'TV is the most efficient way to change people's brand perceptions.'  
(Jonathan Campbell, group account director at Wieden+Kennedy, London, in  
*Media Guardian*, 9 January 2006.)

How far do you agree? Refer to a recent campaign or campaigns to support your views.

- OR** (b) Analyse the techniques used in a recent advertising or marketing campaign to reach and appeal to its target audience.

### 4 British Newspapers

- EITHER** (a) How far, in your view, do newspapers strike the right balance between the public interest and individual privacy?

Provide recent examples to support your argument.

- OR** (b) Why do people still read newspapers?

Refer in detail to **two** newspapers in your answer.

**END OF QUESTIONS**

**There are no questions printed on this page**