

General Certificate of Education
June 2004
Advanced Subsidiary Examination



MEDIA STUDIES
Unit 2 Textual Topics in Contemporary Media

MED2

Friday 11 June 2004 Morning 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.
- All questions carry 30 marks.

Information

- The maximum mark for this paper is 60.
- 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) Analyse the openings of **two** texts (films AND/OR broadcast fiction) showing how character and conflict are important to the narrative.
- Or** (b) Show in detail how **one** film OR **one** broadcast fiction text demonstrates originality of theme AND/OR innovation of technique.

2 Documentary

- Either** (a) Analyse **two** documentaries and discuss how successfully, in your view, the techniques used convey the documentary makers' intentions.
- Or** (b) Do you think that John Grierson's definition of documentary as "the creative treatment of actuality" still holds true?

Support your answer with detailed reference to documentary texts, including at least **one** made before 1990.

3 Advertising and Marketing

- Either** (a) Advertisers and marketers are always seeking new ways to get their messages across to increasingly sophisticated media consumers.

Describe and illustrate **three** promotional techniques. Explain how such techniques might successfully reach their target audiences.

(These techniques might include sponsorship, events, use of celebrities, guerrilla and ambush marketing, viral marketing, product placement, amongst others.)

- Or** (b) “A brand is an experience, the mere mention of which will immediately trigger a host of images, thoughts and expectations in the consumer.”
(Michael Peters, branding specialist, in *The Guardian* 21/8/2002)

Discuss this statement with reference to the experience offered to consumers by a well known brand or brands. Support your answer with detailed textual illustration.

4 British Newspapers

- Either** (a) Account for the differences in content and style between local and national newspapers.

Support your answer with relevant examples.

- Or** (b) Analyse and evaluate in detail the press coverage of a recent issue or story.

END OF QUESTIONS

THERE ARE NO QUESTIONS PRINTED ON THIS PAGE