

General Certificate of Education
June 2007
Advanced Subsidiary Examination



MEDIA STUDIES
Unit 2 Textual Topics in Contemporary Media

MED2

Thursday 7 June 2007 9.00 am to 10.30 am

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) Provide a detailed analysis of the ways in which **one** recent film or broadcast fiction text can be said to be original and/or innovative.

OR (b) In most films the narrative follows set patterns. The same can be said to apply to most broadcast fiction.

By referring to either **two or more** recent films or **two or more** recent broadcast fiction texts, discuss how and why this is so.

2 Documentary

EITHER (a) “The best documentaries force us to confront serious issues.”

Consider **two** documentaries in the light of this statement. Give detailed textual examples to support your ideas.

OR (b) Account for the view that the producers of reality TV shows exploit ordinary people.

Provide examples from a range of programmes.

3 Advertising and Marketing

- EITHER** (a) Marketing campaigns are conducted in the areas of social concern and politics, as well as for products and people.

Choosing any **one** of these areas, identify and analyse the promotional tactics used in a campaign or campaigns of your choice.

- OR** (b) “Reacting to consumers’ changing desires and lifestyle choices is fundamental to the continual success of a brand.”

JULIA GOLDIN, Marketing Director of Coca-Cola Great Britain in *G2*,
The Guardian, 9 May 2005

Refer in detail to **one** recent campaign you have studied, explaining how these ideas have been put into practice.

4 British Newspapers

- EITHER** (a) What do British newspapers regard as newsworthy?

Support your answer with detailed examples of recent news stories from **at least two** newspapers.

- OR** (b) Some newspapers have been accused of whipping up prejudice and fuelling dangerous panics.

Is this fair criticism? Consider recent press coverage of an issue or story to support your view.

END OF QUESTIONS

There are no questions printed on this page

ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

Question 3(b): Julia Goldin, Marketing Director of Coca-Cola Great Britain in *G2*, *The Guardian*, 9 May 2003.

Copyright © 2007 AQA and its licensors. All rights reserved.