

General Certificate of Education
June 2008
Advanced Subsidiary Examination



MEDIA STUDIES
Unit 2 Textual Topics in Contemporary Media

MED2R

Monday 2 June 2008 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 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 MED2R.
- 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.

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

All questions carry 30 marks.

1 Film and Broadcast Fiction

- EITHER** (a) Why are films that feature spectacular settings, extraordinary characters or technologies such as computer generated images (CGI) so popular with audiences?

Support your views by considering the attractions of **one or more** recent films.

- OR** (b) How and why are the narratives of either **two** film **or two** broadcast fiction texts similar and/or different?

2 Documentary

- EITHER** (a) Discuss in detail how and why a documentary of your choice attempts to influence views and attitudes.

- OR** (b) Outline some of the techniques and technologies used by documentary makers to communicate with audiences.

Support your answer with textual examples from **at least two** documentaries.

3 Advertising and Marketing

EITHER (a) 'Advertisements are designed to appeal to consumers' desires and aspirations.'

Discuss this statement with reference to a recent campaign.

OR (b) How do advertisers and marketers respond to the challenge of reaching audiences resistant to direct advertising?

Support your answer with examples of tactics used.

4 British Newspapers

EITHER (a) How far do you agree that British newspapers influence the attitudes of their readers towards people, events or politics?

Use specific stories to illustrate your answer.

OR (b) How fair is it to criticise sections of the British press for using methods such as subterfuge or invasion of privacy?

Provide specific examples in your answer.

END OF QUESTIONS

There are no questions printed on this page