

General Certificate of Education
January 2003
Advanced Level Examination



MEDIA STUDIES
Unit 4 Texts and Contexts in the Media

MED4

Wednesday 22 January 2003 Afternoon 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 MED4.
- Answer **two** questions. Each question must be taken from a different section. All questions carry 30 marks.

Information

- You will be rewarded for specific reference to a wide range of media texts.
- The maximum mark for this paper is 60.
- In this paper you will be tested on your ability to:
 - demonstrate knowledge and application of the Key Concepts employed within Media Studies
 - evaluate texts and ideas, using the Key Concepts
 - demonstrate knowledge and application of the wider contexts (historical, social, political, economic) relevant to Media Studies
 - demonstrate knowledge, application and evaluation of major ideas, theories, debates and information relevant to the study of contemporary media questions.

Answer **two** questions, each from a different section.
All questions carry 30 marks.

Section A
The Production and Manufacture of News

1

Either (a) “Bias in the news is inevitable.” Do you agree?

Provide examples to illustrate your answer.

Or (b) Are news values treated in the same way within the press and broadcast news?

Give examples to support your answer.

Section B
Representations

2

Either (a) Is it inevitable that a social group that is represented as alternative, eventually becomes mainstream?

Discuss with examples.

Or (b) How does the media represent a place that you have studied?

Illustrate your answer with examples.

Section C
Genre

3

Either (a) Do media producers rely too heavily on tried and tested genres?

Discuss with specific examples.

Or (b) Outline recent significant developments in **one** genre of your choice.

Illustrate your answer with examples.

Section D
Media Audiences

4

Either (a) Is there still an audience for “reality TV”?

Discuss, illustrating your answer with examples.

Or (b) The problem with media audience theories is that they ignore the rôle of pleasure. How far do you agree?

Illustrate with examples from your own media consumption.

END OF QUESTIONS