

General Certificate of Education
January 2007
Advanced Level Examination



MEDIA STUDIES
Unit 4 Texts and Contexts in the Media

MED4

Tuesday 23 January 2007 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 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 from a different section.

Information

- The maximum mark for this paper is 60.
- In this paper you will be expected to:
 - show the influence of wider contexts on contemporary and historical media texts
 - comment on and evaluate media theories, debates, ideas and information
 - show what you know about media texts and ideas using the Key Concepts.
- You will be rewarded for:
 - your personal engagement with media texts
 - specific reference to a range of media texts, contemporary and/or historical, as appropriate.
- 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 section.

All questions carry 30 marks.

SECTION A

THE PRODUCTION AND MANUFACTURE OF NEWS

1

EITHER (a) “The widespread availability of portable communication devices such as mobile phones and digital cameras has made the general public an important resource for news content.”

Has this made the news more democratic?

OR (b) What factors influence the selection of news?

SECTION B

REPRESENTATIONS

2

EITHER (a) Examine the reasons why some stereotypes within the media have changed over time.

OR (b) How do media representations reflect social inequalities?

Refer to **one or more** social groups or places you have studied.

SECTION C

GENRE

3

EITHER (a) “Producers exploit audiences’ expectations of genre.”

Discuss.

OR (b) How do genres adapt to changing social, economic and political contexts?

SECTION D

MEDIA AUDIENCES

4

EITHER (a) Why is the segmentation of media audiences increasingly important?

OR (b) Which audience theories best account for the pleasures of consuming media texts?

END OF QUESTIONS

There are no questions printed on this page