

General Certificate of Education
January 2008
Advanced Subsidiary Examination



MEDIA STUDIES
Unit 4 Texts and Contexts in the Media

MED4

Tuesday 22 January 2008 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 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 MED4.
- Answer **two** questions.
- Each question must be from a different section.

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 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 section.

All questions carry 30 marks.

SECTION A

THE PRODUCTION AND MANUFACTURE OF NEWS

1

EITHER (a) To what extent is new technology changing news production?

OR (b) 'Some topics are always given greater priority than others in news manufacture.'

Discuss.

SECTION B

REPRESENTATIONS

2

EITHER (a) Can any contemporary media representations be considered 'alternative'?

OR (b) Consider why a social group or place you have studied is represented by the media in particular ways.

SECTION C

GENRE

3

EITHER (a) 'Genres provide a safety net for most producers.'

Discuss.

OR (b) How far do you agree that genres are no longer limited to specific cultures?

SECTION D

MEDIA AUDIENCES

4

EITHER (a) How can audience theories account for the attraction of reality television programmes?

OR (b) Are we all 'active' audience members now?

END OF QUESTIONS

There are no questions printed on this page

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