

General Certificate of Education
June 2003
Advanced Level Examination



MEDIA STUDIES
Unit 4 Texts and Contexts in the Media

MED4

Friday 13 June 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) Have recent advances in technology had an impact on news coverage?

Provide examples to support your answer.

Or (b) How are news values affected during “times of crisis”?

Discuss with examples.

Section B
Representations

2

Either (a) Do stereotypes change over time?

Answer with reference to specific examples.

Or (b) How far is it possible for the media to produce fair and accurate representations?

Discuss with reference to **either** social groups **or** places.

Section C
Genre

3

Either (a) Account for the popularity of **one** genre of your choice.

Illustrate your answer with examples.

Or (b) “Parody aims to mock in a critical way.” (*Frederick Jameson*)

How has parody been used in contemporary genre?

Section D
Media Audiences

4

Either (a) Why are television shows that feature “real people” so popular?

Illustrate your answer with examples.

Or (b) How useful are audience theories in understanding media consumption?

Discuss.

END OF QUESTIONS