

General Certificate of Education
June 2004
Advanced Level Examination



MEDIA STUDIES
Unit 4 Texts and Contexts in the Media

MED4

Monday 21 June 2004 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.

Information

- The maximum mark for this paper is 60. All questions carry 30 marks.
- 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 are reminded of the need for good English and clear presentation. Quality of written communication will be assessed.

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

Section A
The Production and Manufacture of News

1

Either (a) Newspaper circulation figures are on a downward trend. To what extent are newspaper websites part of this decline?

Or (b) “News is always unexpected.” How far is this true?

Section B
Representations

2

Either (a) Are there arguments in favour of stereotyping by the media?

Give a range of examples in your answer.

Or (b) It is argued that dominant media representations serve the interests of the powerful.

Discuss with reference to **one or more** social group or place.

Section C
Genre

3

Either (a) “Genre arouses the expectations of an audience.”

How and why does it do this?

Or (b) “Genres must adapt in order to survive.”

Discuss.

Section D
Media Audiences

4

Either (a) Audience segmentation is essential to deliver audiences to advertisers.

Discuss.

Or (b) Is it still relevant in the 21st Century to think of audiences as ‘passive’?

END OF QUESTIONS

THERE ARE NO QUESTIONS PRINTED ON THIS PAGE