

General Certificate of Education  
June 2005  
Advanced Level Examination



**MEDIA STUDIES**  
**Unit 4 Texts and Contexts in the Media**

**MED4**

Monday 20 June 2005 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. Your answers should be in continuous prose. Quality of written communication will be assessed.

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

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**Section A**  
**The Production and Manufacture of News**

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**1**

**Either** (a) Is “balance” ever possible within the news?

Illustrate your answer with examples.

**Or** (b) What is news and where does it come from?

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**Section B**  
**Representations**

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**2**

**Either** (a) “Audiences find stereotypes accessible, but accessibility is both a strength and a weakness.”

Discuss, illustrating your answer with examples.

**Or** (b) “Realism only emerges through construction.”

How convincing do you find the media construction of a social group or place that you have studied?

**Section C**  
**Genre**

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- 3**
- Either** (a) “The audience may know what to expect, but are still excited by genre texts.”  
To what extent is this true?
- Or** (b) “Genre theory is a way of organising similar texts and then discriminating between them.”  
Discuss.

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**Section D**  
**Media Audiences**

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- 4**
- Either** (a) “The producers of Reality TV/Documentary are constantly pushing the boundaries of taste and decency in order to maximise the audience for their programmes.”  
How far do you agree with this statement?
- Or** (b) “As we no longer see the audiences as an undifferentiated mass, audience theories can be of little use.”  
Discuss.

**END OF QUESTIONS**

**THERE ARE NO QUESTIONS PRINTED ON THIS PAGE**