

General Certificate of Education
June 2007
Advanced Level Examination



MEDIA STUDIES
Unit 4 Texts and Contexts in the Media

MED4

Monday 18 June 2007 1.30 p.m. to 3.00 p.m.

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) How do news providers seek to stimulate the audience's appetite for news?

OR (b) 'Catastrophes and natural disasters affect news presentation significantly.'

Discuss with reference to news values.

SECTION B

REPRESENTATIONS

2

EITHER (a) To what extent can it be argued that some media stereotypes are becoming more positive?

OR (b) How realistic is the portrayal of a social group or place you have studied?

SECTION C
GENRE

3

EITHER (a) Why do some genres go in and out of fashion?

OR (b) How useful is the concept of genre for audiences today?

SECTION D
MEDIA AUDIENCES

4

EITHER (a)

TV TOP 10		WEEK ENDING 11 SEPTEMBER	
1	(1)	EastEnders	(Mon/Sun BBC1, 12.6million viewers)
2	(2)	Coronation Street	(Mon ITV1, 10.3m)
3	(-)	The Green Green Grass	(Fri BBC1, 9.1m)
4	(-)	Match Of The Day: N Ireland vs England	(Wed BBC1, 8.4m)
5	(3)	Emmerdale	(Thu ITV1, 8.0m)
6=	(-)	Footprints In The Snow	(Sun ITV1, 7.0m)
6=	(4)	The X Factor	(Sat ITV1, 7.0m)
8	(-)	Casualty	(Sat BBC1, 6.9m)
9	(-)	Heartbeat	(Sun ITV1, 6.6m)
10	(5)	Holby City	(Tue BBC1, 6.4m)

ADAM/HOUGHTON; ALPHA; BBC; CAPITAL PICTURES; CHANNEL 4; CHANNEL FIVE; GETTY IMAGES; LONDON FEATURES; MATRIXPHOTOS.COM; REX FEATURES; PAUL SMITH/FEATURE FLASH; UK PRESS

HEAT Magazine: 24–30 Sept 2005.

What do tables such as this tell us about the ways in which contemporary audiences use the media?

OR (b) Which audience theory or theories cast most light on your own media consumption?

END OF QUESTIONS

There are no questions printed on this page