

General Certificate of Education
June 2008
Advanced Level Examination



MEDIA STUDIES
Unit 4 Texts and Contexts in the Media

MED4

Thursday 12 June 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.
- 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 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

EITHER 1 (a) Can 'bias' in the news ever be thought of as positive?

OR 1 (b) Explain why producers often take different approaches to news.

SECTION B

REPRESENTATIONS

EITHER 2 (a) Why do media producers still use stereotypes, given the abundance of available representations?

OR 2 (b) Many media texts feature real people and real places. Are such representations more realistic?

SECTION C

GENRE

EITHER 3 (a) Does genre benefit audiences more than producers?

OR 3 (b) “It is essential for contemporary genre texts to show innovation.”

Discuss.

SECTION D

MEDIA AUDIENCES

EITHER 4 (a) To what extent do TV schedules still reflect audience demand?

OR 4 (b) Why are audiences no longer seen as a uniform mass by most audience theorists?

END OF QUESTIONS

There are no questions printed on this page