

General Certificate of Education
January 2008
Advanced Level Examination



MEDIA STUDIES
Unit 6 Comparative Critical Analysis

MED6

Tuesday 22 January 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 (including 30 minutes viewing time)

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 MED6.
- Answer the **one** compulsory question.

Information

- The maximum mark for this paper is 60.
- In this paper you should explore and make connections between the different elements of your study of the media. You should refer to a range of media issues and debates.
- In this paper you will be expected to:
 - suggest reasons for similarities and differences between the supplied texts
 - support your arguments by application of the Key Concepts
 - show the influence of wider contexts on contemporary and historical texts
 - comment on and evaluate media theories, ideas, debates and information.
- 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.

Advice

- You should read the question paper carefully first.
- You are advised to spend 30 minutes viewing the texts and making notes. These notes will not be marked.
- You should then spend one hour writing your answer.

ANSWER THE ONE COMPULSORY QUESTION BELOW.

THE QUESTION CARRIES 60 MARKS.

The texts for this paper are:

Text One Trailer for *Borat* film shown in cinemas and on DVD in 2006.

Text Two *Borat* on-line advertisement shown on MySpace in 2006, to promote the *Borat* film.

Using the comparison of these two texts as your starting point, explore the media issues and debates which they raise. (60 marks)

END OF QUESTION

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Trailer for *Borat* film shown in cinemas and on DVD in 2006

Borat on-line advertisement shown on MySpace in 2006

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