

General Certificate of Education  
January 2003  
Advanced Subsidiary Examination



**MEDIA STUDIES**  
**Unit 2 Textual Topics in Contemporary Media**

**MED2**

Thursday 16 January 2003 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 MED2.
- Answer **two** questions. All questions carry 30 marks.

**Information**

- In this paper you will be tested on your ability to:
  - demonstrate knowledge and application of the Key Concepts employed within Media Studies
  - evaluate texts and ideas, using the Key Concepts
  - demonstrate knowledge, application and evaluation of major ideas, theories, debates and information relevant to the study of contemporary media.
- 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.
- You will be rewarded for specific reference to a wide range of media texts.
- The maximum mark for this paper is 60.

Copyright © 2003 AQA and its licensors. All rights reserved.

---

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

---

### 1 Film and Broadcast Fiction

- Either** (a) Present a detailed reading of **one** film OR **one** broadcast fiction text you have enjoyed.

Explain its appeal to you and the pleasures it offers audiences.

*(You may wish to consider some of the following: narrative devices and structures, film or broadcast fiction techniques, the appeal of characters or stars, identification with themes or issues, escapism.)*

- Or** (b) Describe the ways in which film and broadcast fictional texts are different from each other. Account for these differences, with detailed reference to at least **one** film and at least **one** broadcast text.

### 2 Documentary

- Either** (a) “Despite changes in technology, basic documentary techniques will never change.”

Discuss this statement with reference to **at least two** documentaries you have studied.

- Or** (b) Account for the appeal to audiences and producers of the documentary formats sometimes referred to as ‘Reality TV’.

Support your answer with detailed examples from a range of programmes.

*(Examples of documentaries which could be described as ‘Reality TV’ include: docu-soaps, Big Brother-type shows, Popstars, Survivors.)*

### 3 Advertising and Marketing

- Either** (a) “A great brand taps into emotions and emotions drive most if not all our decisions.” *Scott Bedbury, ‘Marketing Chief’, quoted in The Guardian, January 2001.*

Describe and evaluate the emotional appeal of advertising and/or marketing techniques from campaigns you have studied.

- Or** (b) Why do advertisers use covert techniques to promote their products? Support your answer with illustrations from a range of promotional ‘below-the-line’ techniques.

*(Examples of covert techniques you may wish to discuss include: sponsorship, events, tie-ins, use of celebrities, news management, product-placement.)*

**4 British Newspapers**

- Either** (a) What are 'tabloids', and how do they differ from 'broadsheets' in the ways in which they present news and address their readers?

Give a range of examples to support your answer.

- Or** (b) It has been said that the power of the British press lies in its ability to shape public opinion.

Give examples of ways in which British newspapers have used this power.

**END OF QUESTIONS**