

General Certificate of Education  
June 2003  
Advanced Subsidiary Examination



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

**MED2**

Thursday 5 June 2003 Morning 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.

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

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### 1 Film and Broadcast Fiction

- Either** (a) Describe and evaluate the contribution of the soundtrack **or** the special effects (including digital imaging) **or** actors and/or directors to the success of particular films. Refer to **more than one** film in your answer.
- Or** (b) Film and television texts often repeat popular formulas. Give detailed examples of this practice from film and/or television texts and evaluate the appeal to producers and audiences.

### 2 Documentary

- Either** (a) “Documentaries can never provide an accurate representation of reality.”  
With detailed reference to **two** or more documentaries that you have studied, discuss the validity of this statement.
- Or** (b) “The biggest stars of contemporary documentary formats are the editors.” (Gareth McLean writing in *The Guardian* after watching 12 hours of unedited *Big Brother* on E4.)  
With reference to documentaries that you have studied, how far do you agree with this statement?

### 3 Advertising and Marketing

- Either** (a) How important is the role of direct advertising within ‘the marketing mix’?  
Illustrate your answer by referring to **one** recent campaign that used a variety of strategies, including direct advertising, to reach its audience.
- Or** (b) Outline and evaluate a range of strategies used by marketers to promote products, people or services across the media.  
*(Strategies you may wish to consider include the following: public relations, promotion, publicity, sponsorship, paid for advertising.)*

**4 British Newspapers**

- Either** (a) Sections of the British press have been criticised for their methods of newsgathering. Can such methods be justified?

Provide specific examples in your answer.

*(Examples of criticisms you might wish to consider include: entrapment, subterfuge, cheque-book journalism, invasion of privacy.)*

- Or** (b) Provide a detailed analysis of **one** British newspaper, illustrating the ways in which it reflects its readers' interests and opinions.

**END OF QUESTIONS**