

General Certificate of Education
January 2004
Advanced Subsidiary Examination



MEDIA STUDIES
Unit 2 Textual Topics in Contemporary Media

MED2

Thursday 15 January 2004 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, each from a different topic area.

Information

- The maximum mark for this paper is 60. All questions carry 30 marks.
- In this paper you will be expected to:
 - show what you know about media texts and topics using the **Key Concepts**
 - comment on media theories, ideas, debates and information.
- You will be rewarded for specific reference to contemporary media texts.
- 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.

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

1 Film and Broadcast Fiction

Either (a) Describe and illustrate the main differences in the narrative structure and techniques used in **two** broadcast fiction texts of your choice.

Give reasons for the differences.

Or (b) Do you think that film and television fiction does more than simply entertain?

Support your views by referring to a range of film **AND/OR** broadcast fiction texts.

2 Documentary

Either (a) Explain how documentaries can only give their viewers a mediated view of 'real life'.

Or (b) Analyse **two** documentaries, one of which must be contemporary, that you believe to be of particular interest in the development of the documentary genre.

3 Advertising and Marketing

Either (a) Describe, giving detailed examples, some of the potential advantages for advertisers and marketers of **one or more** of the following media outlets:

- Television
- Radio
- Print media
- Outdoor advertising
- Cinema
- Internet and new media technologies.

Or (b) “Standing out from the crowd is an essential part of any advertising campaign.”
(Meg Carter in *The Guardian* 28/01/02)

Discuss this statement with detailed reference to a recent campaign of your choice.

4 British Newspapers

Either (a) By referring to examples of news stories and features from **one or more** British newspapers, show how these reveal the values of the newspapers concerned.

Or (b) A visiting American actress said that the British press is out of control. Do you agree?

Support your answer with examples.

(In your discussion you may like to consider some of the following issues: privacy; sensationalism; inaccuracy; fabrication; regulation.)

END OF QUESTIONS