

General Certificate of Education
January 2004
Advanced Level Examination



MEDIA STUDIES
Unit 4 Texts and Contexts in the Media

MED4

Wednesday 21 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 MED4.
- Answer **two** questions. Each question must be taken from a different section.

Information

- The maximum mark for this paper is 60. All questions carry 30 marks.
- 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. Your answers should be in continuous prose. Quality of written communication will be assessed.

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

Section A
The Production and Manufacture of News

1

Either (a) How do you account for the decline in the mass audience for news?

Or (b) Why are some news stories given priority over others?

Illustrate your answer with examples.

Section B
Representations

2

Either (a) Does media stereotyping always marginalise whole groups of people?

Illustrate your answer with examples.

Or (b) “Media representations of the world can appear so natural that we can easily see them as real.”

Discuss this quote with reference to **one** social group **or** place that you have studied.

Section C
Genre

3

Either (a) “Audiences feel safe with the idea of genre.” How far do you feel this statement to be true?

Discuss with examples.

Or (b) Is the concept of genre still a useful critical tool given the hybrid nature of contemporary texts?

Provide examples throughout your answer.

Section D
Media Audiences

4

Either (a)

TOP 10 ENTERTAINMENT						
	Title	Day	Start	Viewers (millions)	Channel	Last Week
1	Popstars: the Rivals	Sat	20.55	8.91	ITV 1	3
2	My Family	Thu	20.00	7.82	BBC 1	10
3	Celebrity Big Brother	Wed	21.00	7.60	C4	–
4	Who Wants/Millionaire?	Sat	19.55	7.41	ITV 1	1
5	An Audience/Donny Osmond	Sat	21.20	7.37	ITV 1	–
6	After They/Famous: Grease	Tue	21.00	7.28	ITV 1	–
7	Popstars: the Rivals	Sat	18.55	7.18	ITV 1	4
8	The National Lottery – Jetset	Sat	19.30	6.33	BBC 1	5
9	Have I Got News for You	Fri	21.30	6.17	BBC 1	–
10	Blind Date	Sat	18.00	6.04	ITV 1	6

Discuss what this table tells us about the viewing habits of the British public.

Or (b) “We must get away from the habit of thinking in terms of what the media do to people and substitute for it the idea of what people do with the media.” (James Halloran, 1970)

What did Halloran mean by this statement and in what ways is it still relevant to your own media consumption?

END OF QUESTIONS