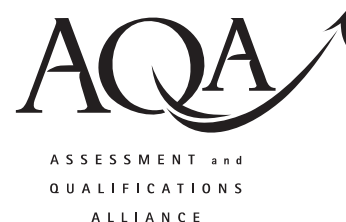


General Certificate of Education  
June 2004  
Advanced Subsidiary Examination



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

**MED2**

Friday 11 June 2004 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, each from a different topic area.
- All questions carry 30 marks.

**Information**

- The maximum mark for this paper is 60.
- 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.

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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) Analyse the openings of **two** texts (films AND/OR broadcast fiction) showing how character and conflict are important to the narrative.
- Or** (b) Show in detail how **one** film OR **one** broadcast fiction text demonstrates originality of theme AND/OR innovation of technique.

### 2 Documentary

- Either** (a) Analyse **two** documentaries and discuss how successfully, in your view, the techniques used convey the documentary makers' intentions.
- Or** (b) Do you think that John Grierson's definition of documentary as "the creative treatment of actuality" still holds true?

Support your answer with detailed reference to documentary texts, including at least **one** made before 1990.

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### 3 Advertising and Marketing

- Either** (a) Advertisers and marketers are always seeking new ways to get their messages across to increasingly sophisticated media consumers.

Describe and illustrate **three** promotional techniques. Explain how such techniques might successfully reach their target audiences.

*(These techniques might include sponsorship, events, use of celebrities, guerrilla and ambush marketing, viral marketing, product placement, amongst others.)*

- Or** (b) “A brand is an experience, the mere mention of which will immediately trigger a host of images, thoughts and expectations in the consumer.”  
(Michael Peters, branding specialist, in *The Guardian* 21/8/2002)

Discuss this statement with reference to the experience offered to consumers by a well known brand or brands. Support your answer with detailed textual illustration.

### 4 British Newspapers

- Either** (a) Account for the differences in content and style between local and national newspapers.

Support your answer with relevant examples.

- Or** (b) Analyse and evaluate in detail the press coverage of a recent issue or story.

**END OF QUESTIONS**

**THERE ARE NO QUESTIONS PRINTED ON THIS PAGE**