

General Certificate of Education
January 2005
Advanced Level Examination



MEDIA STUDIES
Unit 4 Texts and Contexts in the Media

MED4

Friday 21 January 2005 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. 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) Discuss the impact of recent changes in the production and presentation of news.

Or (b) Which factors cause the news agenda to differ from day to day?

Section B

Representations

2

Either (a) “Stereotypes can be very powerful and trigger strong emotional responses.”

Discuss with reference to a range of texts.

Or (b) Account for some of the recent changes in the representations of a social group **or** place that you have studied.

Section C

Genre

3

Either (a) Are genre texts produced because their audiences are comfortable with the repetition of formulas?

Or (b) Is there a place for innovation within contemporary genre?

Provide examples throughout your answer.

Section D

Media Audiences

4

Either (a) “Audience participation is the main appeal of Reality TV.”

Discuss.

Or (b) Do active theories of audience deny the power of the media?

END OF QUESTIONS

THERE ARE NO QUESTIONS PRINTED ON THIS PAGE