

General Certificate of Education
June 2005
Advanced Subsidiary Examination



MEDIA STUDIES
Unit 2 Textual Topics in Contemporary Media

MED2

Thursday 9 June 2005 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.

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) Account for the similarities you have found in the techniques used to tell stories by those who make film and broadcast fiction.

Give textual illustration from film **AND/OR** broadcast fiction texts to support your argument.

Or (b) “Film and television fiction texts are always based on contemporary issues and attitudes.”

How far do you agree with this statement? Support your argument with a detailed reading of **one** film **OR one** broadcast fiction text that you know well.

2 Documentary

Either (a) Describe and analyse **two** documentaries, explaining how each one has been constructed to have a particular impact on its audience.

Or (b) In recent years popular documentary formats have placed people in contrived situations.

Account for the appeal of this type of documentary to producers and audiences. Support your argument with textual examples.

3 Advertising and Marketing

- Either** (a) It is often said that television advertisements offer more entertainment than the programmes.

How and why do advertisers and marketers make advertisements entertaining for their target audiences? Illustrate your answer with examples from a campaign or campaigns of your choice.

- Or** (b) Some celebrities from the sporting and popular entertainment worlds are brands in themselves.

Discuss the brand value of celebrities and evaluate some promotional strategies which have involved them.

4 British Newspapers

- Either** (a) How well does your local newspaper serve the interests of the people in your local area?

Support your views with detailed reference to stories and features that you have studied.

- Or** (b) Media publicist, Max Clifford, described the British Press as being the most savage in the world.

How far do you agree with this view of British newspapers? Give examples of news stories and features to support your opinion.

END OF QUESTIONS

THERE ARE NO QUESTIONS PRINTED ON THIS PAGE