

General Certificate of Education
January 2006
Advanced Subsidiary Examination



MEDIA STUDIES
Unit 2 Textual topics in Contemporary Media

MED2

Tuesday 17 January 2006 1.30 pm to 3.00 pm

For this paper you must have:

- 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 question must be 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 in your answers. All questions should be answered in continuous prose. Quality of Written Communication will be assessed in all answers.

Answer **two** questions, each from a different topic area.

All questions carry 30 marks.

1 Film and Broadcast Fiction

EITHER (a) Referring to a range of texts, explore some of the differences between film and broadcast fiction narrative techniques.

OR (b) Account for the appeal to audiences of **one or more** contemporary film OR broadcast fiction text(s) that is fresh and original, rather than tired and formulaic.

2 Documentary

EITHER (a) “An inescapable part of the modern documentary is the pleasure in seeing people exposed to danger or embarrassment.”

Discuss the appeal of such documentaries, supporting your answer with detailed textual references.

OR (b) How and why have documentary makers intervened with the ‘reality’ of their subject matter?

Illustrate your answer with examples of the techniques used to mediate ‘reality’.

3 Advertising and Marketing

EITHER (a) “When buying a product consumers seek to buy into the lifestyles presented in advertisements.”

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

OR (b) Outline a recent advertising or marketing campaign that has gained media coverage, discussing in detail the strategies used and the advantages and disadvantages of publicity attracted in this manner.

4 British Newspapers

EITHER (a) Discuss the strategies used by British newspapers to maintain and increase their readership.

Support your answer with detailed examples.

OR (b) “The job of a newspaper has changed. It’s important people get news but it’s also important that they have fun, that they can open a newspaper and it makes them smile.” (The editor of the *Daily Star* quoted in *The Media Guardian*, 22 December 2003.)

How far do you agree with this statement about how British newspapers serve their readers in the 21st century? Give detailed examples to support your views.

END OF QUESTIONS

There are no questions printed on this page

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Question 4(b): The editor of the *Daily Star* quoted in *The Media Guardian*, published 22 December 2003 by Guardian Newspapers.

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