

General Certificate of Education
June 2006
Advanced Subsidiary Examination



MEDIA STUDIES
Unit 2 Textual Topics in Contemporary Media

MED2

Thursday 8 June 2006 9.00 am to 10.30 am

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) Discuss how individuals or groups are represented in **one or more** film AND/OR broadcast fiction text(s) of your choice.
- OR** (b) Show the ways in which **one** recent film OR **one** broadcast fiction text gains and holds the attention of its audience.

2 Documentary

- EITHER** (a) “They were once seen as earnest exercises in propaganda. Now documentaries are packing out the multiplexes.” (Blake Morrison in *The Guardian* 5/4/2004.)

Discuss the reasons for the popularity of the documentary genre for 21st century audiences.

Support your answer with specific reference to **one or more** texts.

- OR** (b) “A documentary is a negotiation between reality on the one hand and image, interpretation and bias on the other.”

Is this an accurate description of documentary? You should provide detailed textual references in your answer.

3 Advertising and Marketing

EITHER (a) Discuss how and why a brand of your choice has changed its brand image.

Support your answer with textual evidence from a recent campaign.

OR (b) How are covert promotional techniques used by advertisers and marketers to reach and appeal to target audiences?

Provide recent examples to support your answer.

4 British Newspapers

EITHER (a) What factors influence the presentation of news and features in British newspapers?

Support your ideas by providing examples from **at least two** newspapers.

OR (b) It has been said that journalism is now contaminated by bias, campaigning, scandal and sensationalism. Is this a fair criticism of the British newspapers you have studied?

END OF QUESTIONS

There are no questions printed on this page

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Question 2(a): Blake Morrison in *The Guardian*, published by Guardian Newspapers, 5 April 2004.

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