

515/01

MEDIA STUDIES – ME5

Changing Media Industries

P.M. MONDAY, 23 January 2006

(1½ hours)

ADDITIONAL MATERIALS

In addition to this examination paper, you will need a 12 page answer book.

INSTRUCTIONS TO CANDIDATES

Answer **two** questions.

You must **not** answer more than one question from any section.

INFORMATION FOR CANDIDATES

Each question carries 50 marks.

Candidates will be assessed on their written communication.

No certificate will be awarded to a candidate detected in any unfair practice during the examination.

*Answer **two** questions.*

*You must **not** answer more than one question from any section.*

SECTION A

TELEVISION

1. In what ways do satellite channels offer an alternative to terrestrial television? Refer to examples in your answer.
2. How does BBC1 market itself to audiences?

SECTION B

RADIO

3. How do radio broadcasters attract audiences to **either** drama **or** sport?
4. “Mainstream radio offers little choice in music and does not cater for a wide range of tastes.” How far is this true for BBC Radio stations?

SECTION C

FILM AND CINEMA

5. “It is really important for Britain to have its own film industry.” Do you agree?
6. “Box office success is the only way to measure the success of a film.” How far do you agree with this statement?

SECTION D

THE MUSIC INDUSTRY

7. To what extent do major music companies dominate the music industry today?
8. With reference to **two** solo artists and/or groups you have studied, examine the reasons for their success.

SECTION E**NEWSPAPERS**

9. “People would not buy newspapers if they only contained news.” Discuss this statement with reference to **two** newspapers you have studied.
10. Why do people continue to read a newspaper when there are so many other sources of news available?

SECTION F**MAGAZINES**

11. Compare **one** mainstream magazine with **one** specialist (niche) magazine. Consider the language, style and content of both magazines.
12. “Magazines are produced for advertisers, not readers.” Discuss with reference to at least **two** different titles.

SECTION G**ADVERTISING**

13. With reference to at least **two** campaigns, explore the ways in which advertisers use celebrities to promote their products.
14. “Recent advertising campaigns have challenged stereotypes, particularly those of gender and ethnicity.” How far would you agree with this statement?