

515/01

MEDIA STUDIES – ME5

Changing Media Industries

P.M. TUESDAY, 23 January 2007

(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. 'British Television today relies too much on reality formats and American imports.' How far do you agree with this statement?
2. 'The only channel catering for youth audiences today is Channel 4 (S4C in Wales).' Discuss with reference to examples.

SECTION B

RADIO

3. With reference to **two** radio programmes you have studied, explore the ways in which they engage audience interest.
4. 'Presenters are the main reason for the success of radio programmes.' Discuss with reference to **two** programmes you have studied.

SECTION C

FILM AND CINEMA

5. 'Stars are a product of the film industry.' How far do you agree with this statement? Refer to at least **two** film stars you have studied.
6. Explore the ways in which British films are marketed. Refer to at least **two** films.

SECTION D

THE MUSIC INDUSTRY

7. 'A good music video is more important for success than musical talent.' Discuss with reference to at least **two** examples.
8. Explore the ways in which new technologies have changed the way the music industry promotes music to audiences.

SECTION E

NEWSPAPERS

9. 'Celebrity stories are essential for newspaper sales.' How far do you agree? Refer to at least **two** newspapers in your answer.
10. How effective do you think the PCC (Press Complaints Commission) is in regulating the newspaper industry?

SECTION F

MAGAZINES

11. 'Magazines no longer deal with serious issues.' Discuss with reference to at least **two** magazines.
12. Explore similarities and differences in the 'house style' of any **two** magazines you have studied.

SECTION G

ADVERTISING

13. 'The use of shock tactics in advertising is not always successful.' Discuss with reference to specific examples.
14. To what extent do you think that current advertising regulations are effective? Refer to specific examples in your answer.