

515/01

**MEDIA STUDIES – ME5**

**Changing Media Industries**

P.M. MONDAY, 18 June 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. What makes a television programme successful? Refer to at least **two** television programmes you have studied.
2. How far does terrestrial television cater for minority audiences?

## **SECTION B**

### **RADIO**

3. Do you think that radio stations should be required to broadcast news? Give reasons for your answer.
4. How are radio stations attempting to open up new markets and increase their audiences? Refer to specific examples.

## **SECTION C**

### **FILM AND CINEMA**

5. 'British films today offer a realistic representation of life in Britain.' How far do you agree with this statement? Refer to at least **two** films.
6. How important is the internet in the marketing of films? Refer to at least **two** examples.

## **SECTION D**

### **THE MUSIC INDUSTRY**

7. Explore the similarities and differences in the way mainstream **and** 'indie' artists/bands are marketed. Refer to specific examples in your answer.
8. 'Popular music reinforces gender stereotypes.' How far do you agree with this statement? Refer to specific examples in your answer.

**SECTION E**

**NEWSPAPERS**

9. How do local newspapers continue to survive in the face of competition from new technologies and other newspapers?
10. Explore the marketing strategies used by newspapers to attract readers. Refer to at least **two** specific newspapers in your answer.

**SECTION F**

**MAGAZINES**

11. Explore how new technologies are having an impact on the magazine industry.
12. 'Women's magazines only cater for a minority of women.' How far do you agree?

**SECTION G**

**ADVERTISING**

13. 'Men are targeted by advertisers in traditional and stereotypical ways.' Discuss with reference to examples.
14. Explore how new forms of advertising are used to promote products. Refer to specific examples in your answer.