



**General Certificate of Education
Advanced**

515/01

**MEDIA STUDIES – ME5
Changing Media Industries**

P.M. TUESDAY, 22 January 2008
(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. Explore how **two** programmes from **either** BBC1 **or** ITV1 are important to the channel.
2. How relevant is Public Service Broadcasting in Britain today?

SECTION B

RADIO

3. What makes a successful radio programme? Refer to at least **two** programmes in your answer.
4. Examine the relationship between the internet and radio audiences.

SECTION C

FILM AND CINEMA

5. To what extent does music contribute to the effectiveness of a film? Refer to at least **two** films in your answer.
6. Explore the strengths and weaknesses of the British film industry.

SECTION D

THE MUSIC INDUSTRY

7. Examine the importance of genre to music audiences. Refer to at least **two** examples.
8. To what extent do independent recording companies have a future?

SECTION E

NEWSPAPERS

9. With reference to any **two** newspapers you have studied, explore the ways in which they appeal to their readers.
10. To what extent is the gap narrowing between 'serious' and 'popular' newspapers?

SECTION F

MAGAZINES

11. What makes a successful magazine? Refer to at least **two** magazines in your answer.
12. Explore the importance of new technologies for magazines and their readers. Refer to at least **two** specific magazines.

SECTION G

ADVERTISING

13. To what extent are slogans important to the success of advertising campaigns?
14. With reference to specific advertisements, explore the ways in which advertisers target different audiences.