



GCE A level

515/01

MEDIA STUDIES – ME5
Changing Media Industries

P.M. THURSDAY, 12 June 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.

Answer **two** questions.

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

SECTION A

TELEVISION

1. What makes a successful television programme? Refer to at least **two** programmes in your answer.
2. To what extent is scheduling important to television channels and their audiences?

SECTION B

RADIO

3. How important is it for radio stations to have distinctive identities? Refer to at least **two** radio stations in your answer.
4. Explore the importance of ‘talk’ for radio stations and their audiences. Refer to at least **two** contrasting programmes in your answer.

SECTION C

FILM AND CINEMA

5. Explore the reasons for the popularity of **two** films from different genres.
6. ‘Films have become too violent. The current regulatory controls are no longer sufficient.’ How far do you agree?

SECTION D

THE MUSIC INDUSTRY

7. Explore the reasons why the music industry benefits from programmes like *The X Factor*.
8. Examine the relationship between popular music, the internet and the music fan.

SECTION E

NEWSPAPERS

9. How important are layout and design to the success of a newspaper? Refer to **two** contrasting newspapers in your answer.
10. Examine the relationship between newspapers, the internet and readers.

SECTION F

MAGAZINES

11. How do magazines maintain the interest of their readers? Refer to at least **two** specific magazines in your answer.
12. 'Magazines are failing to cater for teenagers in Britain today.' How far do you agree? Refer to at least **two** magazines in your answer.

SECTION G

ADVERTISING

13. Explore the effectiveness of any **two** print-based advertising campaigns.
14. Explore the role and power of advertising agencies today. Refer to specific examples.