

General Certificate of Education  
June 2004  
Advanced Level Examination



**MEDIA STUDIES**  
**Unit 4 Texts and Contexts in the Media**

**MED4**

Monday 21 June 2004 Afternoon Session

In addition to this paper you will require:  
an 8-page answer book.

Time allowed: 1 hour 30 minutes

**Instructions**

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is MED4.
- Answer **two** questions. Each question must be taken from a different section.

**Information**

- The maximum mark for this paper is 60. All questions carry 30 marks.
- In this paper you will be expected to:
  - show the influence of wider contexts on contemporary and historical media texts
  - comment on and evaluate media theories, debates, ideas and information
  - show what you know about media texts and ideas using the **Key Concepts**.
- You will be rewarded for:
  - your personal engagement with media texts
  - specific reference to a range of media texts, contemporary and/or historical, as appropriate.
- You are reminded of the need for good English and clear presentation. Quality of written communication will be assessed.

Answer **two** questions, each from a different section.  
All questions carry 30 marks.

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**Section A**

**The Production and Manufacture of News**

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**1**

**Either** (a) Newspaper circulation figures are on a downward trend. To what extent are newspaper websites part of this decline?

**Or** (b) “News is always unexpected.” How far is this true?

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**Section B**

**Representations**

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**2**

**Either** (a) Are there arguments in favour of stereotyping by the media?

Give a range of examples in your answer.

**Or** (b) It is argued that dominant media representations serve the interests of the powerful.

Discuss with reference to **one or more** social group or place.

**Section C**

**Genre**

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**3**

**Either** (a) “Genre arouses the expectations of an audience.”

How and why does it do this?

**Or** (b) “Genres must adapt in order to survive.”

Discuss.

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**Section D**

**Media Audiences**

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**4**

**Either** (a) Audience segmentation is essential to deliver audiences to advertisers.

Discuss.

**Or** (b) Is it still relevant in the 21st Century to think of audiences as ‘passive’?

**END OF QUESTIONS**

**THERE ARE NO QUESTIONS PRINTED ON THIS PAGE**