

General Certificate of Education
January 2006
Advanced Level Examination



MEDIA STUDIES
Unit 4 Texts and Contexts in the Media

MED4

Monday 23 January 2006 1.30 pm to 3.00 pm

For this paper you must have:

- 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 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 in your answers. All questions should be answered in continuous prose. Quality of Written Communication will be assessed in all answers.

Answer **two** questions, each from a different section.

All questions carry 30 marks.

SECTION A

THE PRODUCTION AND MANUFACTURE OF NEWS

1

EITHER (a) Consider the impact of recent developments in technology on the production, distribution and reception of news.

OR (b) “News values are the same across all media texts.”

Discuss.

SECTION B

REPRESENTATIONS

2

EITHER (a) “Media stereotypes are resistant to change.”

Discuss arguments for and against this view.

OR (b) “Alternative representations of social groups or places are not possible.”

How far do you believe this to be true?

SECTION C

GENRE

3

EITHER (a) Genre texts have sometimes been criticised for being predictable and unimaginative.

Discuss.

OR (b) Recent developments in genre have included the emergence of parody, pastiche and hybrid forms.

Show how such developments have influenced the nature of media texts.

SECTION D

MEDIA AUDIENCES

4

EITHER (a) “We are all voyeurs now, or so it would appear if contemporary television output is anything to go by.”

Discuss this view of television audiences.

OR (b) To what extent are audiences able to resist viewpoints constructed by the media?

END OF QUESTIONS

There are no questions printed on this page