

General Certificate of Education  
January 2008  
Advanced Level Examination



**MEDIA STUDIES**  
**Unit 6 Comparative Critical Analysis**

**MED6**

Tuesday 22 January 2008 1.30 pm to 3.00 pm

**For this paper you must have:**

- an 8-page answer book

Time allowed: 1 hour 30 minutes (including 30 minutes viewing time)

**Instructions**

- Use black ink or black 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 MED6.
- Answer the **one** compulsory question.

**Information**

- The maximum mark for this paper is 60.
- In this paper you should explore and make connections between the different elements of your study of the media. You should refer to a range of media issues and debates.
- In this paper you will be expected to:
  - suggest reasons for similarities and differences between the supplied texts
  - support your arguments by application of the Key Concepts
  - show the influence of wider contexts on contemporary and historical texts
  - comment on and evaluate media theories, ideas, debates and information.
- 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.

**Advice**

- You should read the question paper carefully first.
- You are advised to spend 30 minutes viewing the texts and making notes. These notes will not be marked.
- You should then spend one hour writing your answer.

**ANSWER THE ONE COMPULSORY QUESTION BELOW.**

**THE QUESTION CARRIES 60 MARKS.**

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The texts for this paper are:

**Text One**            Trailer for *Borat* film shown in cinemas and on DVD in 2006.

**Text Two**            *Borat* on-line advertisement shown on MySpace in 2006, to promote the *Borat* film.

Using the comparison of these two texts as your starting point, explore the media issues and debates which they raise. (60 marks)

**END OF QUESTION**

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Trailer for *Borat* film shown in cinemas and on DVD in 2006  
*Borat* on-line advertisement shown on MySpace in 2006

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