

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**

**Advanced Subsidiary GCE**

**MEDIA STUDIES**

**2732**

**CASE STUDY: Audiences and Institutions**

Thursday

**9 JUNE 2005**

Morning

1 hour

Additional materials:  
Answer booklet

**TIME** 1 hour

**INSTRUCTIONS TO CANDIDATES**

- Write your name, Centre number and candidate number in the spaces provided on the answer booklet.
- **Answer either Section A or Section B only on your chosen topic.**
- You should answer all parts of questions 1 and 2 and **either** question 3 **or** question 4.

**INFORMATION FOR CANDIDATES**

- The number of marks available is given in brackets [ ] at the end of each question or part question.
- The total number of marks available for this paper is 90.
- The quality of written communication will be taken into account in assessing your work.

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**This question paper consists of 5 printed pages and 3 blank pages.**

## Section A: New Media Technologies

Read the passage carefully and answer all parts of questions 1 and 2 which follow.

Music player takes on new guises

Since its release in.....

**An extract has been removed due to third party copyright restrictions**

Details:

An extract from the BBC about users of the ipod technology developing it further.  
Found here: <http://news.bbc.co.uk/1/hi/sci/tech/1933142.stm>

.....take with future devices.

Adapted from Jon Wurtzel BBC Go Digital April 19, 2002

Questions 1 and 2a can be answered mainly by reference to the passage and may be answered in note form.

Question 2b requires you to relate your wider knowledge of the topic to the material in the passage.

- 1 (a) List **three** of the intended design features of the iPod. [6]
- (b) Identify evidence from the passage to show three **unintended** uses to which owners have put the iPod. [6]
- (c) What is meant in the passage by:  
*'a virtual showroom and testing lab'*? (line 26) [6]
- 2 (a) What impact do the loyal consumers appear to have on Apple's development? [7]
- (b) The passage suggests the iPod could become an 'all-in-one' device. Explain how another technology with which you are familiar can be seen as an 'all-in-one'. [20]

Answer either question 3 or question 4.

You should make detailed reference to examples from your case study material to support points made in your answer.

Your answer should be written in continuous prose.

***Either***

- 3 To what extent do new media technologies increase interactivity for audiences? [45]

***Or***

- 4 Discuss why media industries invest in new media technologies. [45]

## Section B: Media Ownership

Read the passage carefully and answer all parts of questions 1 and 2 which follow.

BBC

Industry: broadcasting, publishing, new media

Company turnover: £3.4bn

Staff: 24,000

The BBC is the most.....

5

10

**An extract has been removed due to third party copyright restrictions**

Details:

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An extract from The Guardian about the BBC.

Found here: <http://www.guardian.co.uk/media/2003/jul/07/mediatop100200368>

20

25

.....for the public good.

Adapted from 100 Most powerful people in the Media

Monday July 7, 2003 The Guardian

Questions 1 and 2a can be answered mainly by reference to the passage and may be answered in note form.

Question 2b requires you to relate your wider knowledge of the topic to the material in the passage.

- 1 (a) List **three** media in which the BBC has interests. [6]
- (b) Identify statistical evidence from the passage to show that the BBC is ahead of rivals. [6]
- (c) What is meant in the passage by:  
*'the proposed 2010 analogue switch-off date'*? (line 27) [5]
- 2 (a) According to the passage, what has the BBC done to expand its interests beyond terrestrial broadcasting? [8]
- (b) How far is the BBC a typical example of media ownership ? [20]

- **Answer either question 3 or question 4.**
- **You should make detailed reference to examples from your case study material to support points made in your answer.**
- **Your answer should be written in continuous prose.**

***Either***

- 3 Discuss why changes in media ownership occur so frequently. [45]

***Or***

- 4 Discuss how far media industries control audience consumption. [45]





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