

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

GCE Advanced Level

MEDIA STUDIES

2735

Media Issues and Debates

Monday

20 JUNE 2005

Afternoon

2 hours

Additional materials:
Answer booklet.

TIME 2 hours

INSTRUCTIONS TO CANDIDATES

- Write your name, Centre number and candidate number in the spaces provided on the answer booklet.
- Read all instructions and questions carefully.
- This question paper has three sections.
- You must answer **three** questions, one question from each section.
- You should make detailed reference to specific media texts/case studies to support points made in your answers.
- This is a synoptic assessment unit. It draws together all four media concepts:
Media forms and conventions
Media representations
Media institutions
Media audiences.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question.
- Each question is marked out of **30**. The total number of marks available for the paper is **90**.
- The quality of written communication will be taken into account in assessing your work.

This question paper consists of 2 printed pages.

SECTION A – BROADCASTING

Answer one question from this section.

You should make detailed reference to specific media texts/case studies in your answer.

- 1 British Television Soap Opera
Why is British soap opera so valuable to television channels? [30 marks]
- 2 Radio and Television News
To what extent is television and/or radio news under pressure to 'dumb down'? [30 marks]
- 3 British Broadcasting Since 1990
Discuss the progress made in British broadcasting since 1990. [30 marks]

SECTION B – FILM

Answer one question from this section.

You should make detailed reference to specific media texts/case studies in your answer.

- 4 British Cinema Since 1990
How far has the success of British films since 1990 been due to their representation of 'Britishness'? [30 marks]
- 5 The Concept of Genre in Film
Do generic conventions help or restrict film-makers? [30 marks]
- 6 Censorship and Film
Discuss factors that have caused films to be censored. [30 marks]

SECTION C – PRINT

Answer one question from this section.

You should make detailed reference to specific media texts/case studies in your answer.

- 7 Magazines and Gender
How far have magazines reflected changing attitudes in society towards issues of gender? [30 marks]
- 8 Local Newspapers
How far do local newspapers remain a useful source of information despite the competition from other media? [30 marks]
- 9 Freedom, Regulation and Control in the British Press
"The British Press has abused its power and needs to be more tightly controlled by laws and regulations." Discuss this view. [30 marks]

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