

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Advanced Subsidiary GCE

MEDIA STUDIES

2732

CASE STUDY: Audiences and Institutions

Tuesday

17 JANUARY 2006

Afternoon

1 hour

Additional materials:
8 page answer booklet

TIME 1 hour

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

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.

A war is being.....

An article has been removed due to third party copyright restrictions

Details:

An article titled 'Battle for the next-gen DVD' adapted from the BBC News online:
<http://news.bbc.co.uk/1/hi/technology/3481707.stm>

.....sony's substantial media empire

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.

You will be rewarded for your use of relevant media terminology and for your understanding of the concepts of Audience and Institution in all of your answers.

- 1 (a) Which four media companies does the passage suggest are involved in the Blu-ray format? [8]
- (b) What is meant in the passage by 'the consumer will appreciate compatability with current DVDs?' (lines 19–20). [4]
- (c) Explain the main differences between the two new proposed formats. [8]
- 2 (a) In what ways is this battle similar to that over video in the 1970s? [5]
- (b) The next generation DVDs will be able to store much more material than current DVDs. How far are issues of storage and/or compatability significant for other new media? [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 are new media technologies changing the way that audiences consume the media? [45]

Or

- 4 Discuss the way media industries develop and promote new media technologies. [45]

Section B: Media Ownership

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

Independent music companies are....

An article has been removed due to third party copyright restrictions

Details:

An article adapted from 'Indies challenge Sony BMG merger on the BBC News Online:
<http://news.bbc.co.uk/1/hi/entertainment/music/3979105.stm>

.....a superb management team."

*Duopoly: An economic or political condition in which power is concentrated in two persons or groups.

Adapted from BBC News Online November 3, 2004

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.

You will be rewarded for your use of relevant media terminology and for your understanding of the concepts of Audience and Institution in all of your answers.

- 1 (a) According to the passage, which four record companies own 80% of the world's music? [8]
- (b) What is meant in the passage by 'against the principles of a competitive marketplace'? (line 9). [6]
- (c) What is meant by an 'indie' label in the context of this passage? [6]
- 2 (a) What is meant by 'the long term health of the entire music industry'? (lines 10–11). [5]
- (b) The passage discusses the opposition of the independent record companies to the merger between Sony and Bertelsmann because, in their view, it will create an 'imbalance in the music markets'. How far do you think globalisation is an issue for media sectors which you have studied? [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 How far do media owners need to respond to changing audiences and changing technologies? [45]

Or

- 4 Discuss the reasons why it might be in the interests of media organisations to expand. [45]

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