

**ADVANCED SUBSIDIARY GCE UNIT  
MEDIA STUDIES**

CASE STUDY: Audiences and Institutions  
**WEDNESDAY 17 JANUARY 2007**

**2732**

Afternoon

Time: 1 hour

Additional materials: Answer Booklet (8 pages)



**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 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.

This document consists of **6** printed pages and **2** blank pages.

## Section A: New Media Technologies

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

Growing up with the wired generation

Being sent to your.....

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

Details:

An extract from the guardian newspaper about the youth generation of today,  
being able to connect to the internet, or contact friends via mobile phones  
as much as they like

.....packs a bigger punch.

Adapted from Natalie Hanman, Growing up with the wired generation , 10 November 2005

© Guardian Newspapers Limited 2005

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 your answers.

- 1 (a) Name three 'digital devices' which the passage suggests young people are 'plugged into'. [6]
- (b) State four pieces of statistical evidence from the passage which indicate the extent of young people's new media use. [8]
- (c) Explain what is meant in the passage by:
- (i) 'connected cocooning' (lines 3–4) and [3]
- (ii) 'world wide web of cultural comment' (line 26). [3]
- 2 (a) In what ways does the passage suggest that the mobile phone is important to a young person? [5]
- (b) Using your **wider knowledge of new media technologies**, discuss how far young people's use of media technology differs from that of their parents. [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 make people more creative? [45]

*Or*

- 4 How much do media industries benefit from new media technologies? [45]

## Section B: Media Ownership

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

Fishing 4 survival

At the end of.....

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

Details:

An extract from 'Fishing 4 survival', an article from the Guardian.  
The article is about the increasing trend for companies to open up large  
websites and spend more money on advertising online

.....maintain their advertising revenues.

Adapted from Heather Connon, Fishing 4 survival , 13 November 2005  
© Guardian Newspapers Limited 2005

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 your answers.

- 1 (a) Name three media companies which the passage indicates have already acquired interests in internet companies. [6]
- (b) State four pieces of statistical evidence from the passage which suggest that buying internet companies might be a valuable investment. [8]
- (c) Explain what is meant in the passage by:
- (i) 'portfolios' (line 5) and [3]
- (ii) 'internet dominance' (line 23). [3]
- 2 (a) In what ways does the passage suggest that the internet is going to be important for the success of media companies? [5]
- (b) With reference to examples from your **wider knowledge of media ownership**, discuss the importance of investment across a range of 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 Discuss the view that media ownership needs to be global. [45]

*Or*

- 4 To what extent is media ownership relevant to audiences? [45]





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*Copyright Acknowledgements:*

Section A text      Adapted from Natalie Hanman, *Growing up with the wired generation*, The Guardian, 10 November 2005 © Guardian Newspapers Limited 2005, [www.guardian.co.uk](http://www.guardian.co.uk)

Section B text      Adapted from Heather Connon, *Fishing 4 survival*, The Observer, 13 November 2005 © Guardian Newspapers Limited 2005, <http://observer.guardian.co.uk/>

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