

**ADVANCED GCE
MEDIA STUDIES**

2734

Critical Research Study

TUESDAY 22 JANUARY 2008

Afternoon

Time: 2 hours

Additional materials (enclosed): Answer Booklet (16 page)
Cover Sheet 2734/CV

Additional materials (required):
None



INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the spaces provided on the Answer Booklet.
- **You must attach your Critical Research Study Cover Sheet (2734/CV) to the front of your research notes.**
- Choose **one** topic.
- Answer **both** of the questions on your chosen topic.
- Write the number and name of your chosen topic at the top of the first page of your answer.
- You should make **detailed reference to specific examples** from your investigation in each answer.
- You must attach your Cover Sheet and associated notes to the front of your Answer Booklet at the end of the examination.

INFORMATION FOR CANDIDATES

- Each question is marked out of 45.
- 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 **4** printed pages.

Answer both of the questions on your one chosen topic.

You should make detailed reference to specific examples from your investigation in each answer.

Topic 1 – Advertising

- 1 Give an account of, and evaluate, the research methods you used to investigate your chosen area of advertising. [45 marks]
- 2 With detailed reference to your specific area of study, discuss and analyse the aspects of advertising that you have researched. [45 marks]

Topic 2 – Children and the Media

- 1 Give an account of, and evaluate, the research methods you used to investigate the relationship between children and the media. [45 marks]
- 2 With detailed reference to your specific area of study, discuss and analyse the aspects of the relationship between children and the media that you have researched. [45 marks]

Topic 3 – Community Radio

- 1 Give an account of, and evaluate, the research methods you used to investigate the relationship between community radio and its audience. [45 marks]
- 2 With detailed reference to your specific area of study, discuss and analyse the aspects of the relationship between community radio and its audience that you have researched. [45 marks]

Topic 4 – Crime and the Media

- 1 Give an account of, and evaluate, the research methods you used to investigate the relationship between crime and the media. [45 marks]
- 2 With detailed reference to your specific area of study, discuss and analyse the aspects of the relationship between crime and the media that you have researched. [45 marks]

Topic 5 – Politics and the Media

- 1 Give an account of, and evaluate, the research methods you used to investigate the relationship between politics and the media. [45 marks]
- 2 With detailed reference to your specific area of study, discuss and analyse the aspects of the relationship between politics and the media that you have researched. [45 marks]

Topic 6 – Sport and the Media

- 1 Give an account of, and evaluate, the research methods you used to investigate the relationship between sport and the media. [45 marks]
- 2 With detailed reference to your specific area of study, discuss and analyse the aspects of the relationship between sport and the media that you have researched. [45 marks]

Topic 7 – Television Drama

- 1 Give an account of, and evaluate, the research methods you used to investigate your chosen area of television drama. [45 marks]
- 2 With detailed reference to your specific area of study, discuss and analyse the aspects of television drama that you have researched. [45 marks]

Topic 8 – Women and Film

- 1 Give an account of, and evaluate, the research methods you used to investigate the relationship between women and film. [45 marks]
- 2 With detailed reference to your specific area of study, discuss and analyse the aspects of the relationship between women and film that you have researched. [45 marks]

Topic 9 – World Cinema

- 1 Give an account of, and evaluate, the research methods you used to investigate your chosen area of World Cinema. [45 marks]
- 2 With detailed reference to your specific area of study, discuss and analyse the aspects of World Cinema that you have researched. [45 marks]

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (OCR) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

OCR is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.