

**ADVANCED GCE UNIT
MEDIA STUDIES**

Media Issues and Debates

THURSDAY 25 JANUARY 2007

2735

Morning

Time: 2 hours

Additional materials: Answer Booklet (16 pages)



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:
 - Section A: Broadcasting
 - Section B: Film
 - Section C: Print
- You must answer **two** questions.
- **Each question must be taken from a different 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 45.
- 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 document consists of **4** printed pages.

SECTION A – BROADCASTING

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

Music Programmes on TV

- 1 To what extent does the medium of television influence the music industry? [45 marks]
- 2 “Music is better served by television than by radio, because music should be a visual experience.” Discuss this view. [45 marks]

Broadcast News and Current Affairs

- 3 To what extent do audiences, rather than events, determine the content of news and/or current affairs programmes? [45 marks]
- 4 What strategies are used by makers of news and/or current affairs programmes to make programmes that appeal to a wide audience? [45 marks]

Contemporary British Broadcasting

- 5 To what extent has British broadcasting been able to succeed in recent years? [45 marks]
- 6 To what extent has deregulation and increased competition improved the quality of broadcasting in the UK in recent years? [45 marks]

SECTION B – FILM

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

Contemporary British Cinema

- 7 Discuss what you consider to have been the strengths of the British cinema industry in recent years. [45 marks]
- 8 “The country of origin of a film is irrelevant. Why should we be bothered if all the films at our cinemas were made in the USA?” Discuss this view. [45 marks]

The Concept of Genre in Film

- 9 Account for the continuing success of certain genres of film. [45 marks]
- 10 Discuss how an understanding of film genre might contribute to one’s enjoyment of a film. [45 marks]

Censorship and Film

- 11 “The role of film censors is to reflect, not to protect society’s values.” Discuss this view. [45 marks]
- 12 “Film censors cut and chop up films. They have never made a useful contribution.” How far does your study of film classification and censorship support this view? [45 marks]

SECTION C – PRINT

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

The Magazine Industry

- 13** “The magazine industry is successful because it targets its readerships so narrowly.” Discuss this view. [45 marks]
- 14** Consider whether the prospects for the magazine industry look bright, or gloomy. [45 marks]

Local Newspapers

- 15** What role should a local newspaper fulfil? [45 marks]
- 16** “We don’t do news any more, just features and ads. Local radio and television always get to the public before we do.” Discuss this view expressed by a local weekly newspaper editor. [45 marks]

Freedom, Regulation and Control in the British Press

- 17** Who should control the British press? [45 marks]
- 18** “The tabloids and paparazzi are making some celebrities’ lives a misery. Some journalists and press photographers go too far.” Discuss the view that regulation of the press in this country is too lenient. [45 marks]

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