

**ADVANCED GCE UNIT  
MEDIA STUDIES**

Critical Research Study

**THURSDAY 21 JUNE 2007**

**2734**

Afternoon

Time: 2 hours

Additional materials: Answer Booklet (16 pages)  
Instructions to teachers 2734/IT  
Cover Sheet 2734/CV



**INSTRUCTIONS TO CANDIDATES**

- Read this information before answering the questions.
- **You must attach your Critical Research Study Cover Sheet (2734/CV) to the front of your research notes.**
- Write your name, Centre number and candidate number in the spaces provided on the answer booklet.
- 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 aspect(s) of advertising. [45 marks]
- 2 With detailed reference to your specific area of study, discuss and analyse the aspect(s) 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 aspect(s) 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 aspect(s) 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 aspect(s) 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 aspect(s) 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 aspect(s) 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 aspect(s) of television drama. [45 marks]
- 2 With detailed reference to your specific area of study, discuss and analyse the aspect(s) 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 aspect(s) 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 aspect(s) of World Cinema. [45 marks]
- 2 With detailed reference to your specific area of study, discuss and analyse the aspect(s) of World Cinema that you have researched. [45 marks]

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