

**ADVANCED GCE UNIT
MEDIA STUDIES**

Media Issues and Debates

MONDAY 18 JUNE 2007

2735

Afternoon

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 Discuss the factors that might contribute to the success of a television music programme. [45 marks]
- 2 “Television has damaged the music industry. There are now far too many performers who are getting success because of their looks, not their musical skill.” Discuss this view of the contribution that television is making to music. [45 marks]

Broadcast News and Current Affairs

- 3 Discuss the factors likely to cause certain events and issues to be selected for news and/or current affairs programmes. [45 marks]
- 4 How do programme makers and schedulers tackle the perception that news and current affairs programmes are unlikely to attract large audiences? [45 marks]

Contemporary British Broadcasting

- 5 Consider the developments in British broadcasting in recent years that have contributed to the industry’s current position. [45 marks]
- 6 Discuss the impact of new technology and/or new regulations on the UK broadcast industry 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 the view that British films, regardless of their quality, struggle to achieve commercial success. [45 marks]
- 8 “The British film industry mainly consists of a wealthy and privileged elite who represent British culture in a very narrow way.” Discuss this view. [45 marks]

The Concept of Genre in Film

- 9 “The boundaries between separate film genres are becoming increasingly blurred.” Discuss this view. [45 marks]
- 10 Explain why certain genres of films have thrived for many years. [45 marks]

Censorship and Film

- 11 Discuss the arguments for and against stricter censorship of film. [45 marks]
- 12 Consider the reasons why the criteria for film classification might change over time. [45 marks]

SECTION C – PRINT

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

The Magazine Industry

- 13** What factors have contributed to the growth in the number of different magazine titles currently available to the public? [45 marks]
- 14** How do individual magazines target and keep a particular audience? [45 marks]

Local Newspapers

- 15** Consider the strategies that might be used by local newspapers to attract a readership. [45 marks]
- 16** Discuss whether local newspapers have advantages over other local news media. [45 marks]

Freedom, Regulation and Control in the British Press

- 17** How much freedom has the British press? [45 marks]
- 18** “Power without responsibility”. A British prime minister of the 1930s attacked the British press with this accusation. How far is it true today? [45 marks]

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