

**ADVANCED GCE
MEDIA STUDIES**

Media Issues and Debates

THURSDAY 24 JANUARY 2008

2735

Morning
Time: 2 hours

Additional materials (enclosed): Answer Booklet (16 page)

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.
- Write your answers, in blue or black ink, in the Answer Booklet provided.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- 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 total mark for this paper is **90**.
- The number of marks for each question is given in brackets [] at the end of each question.
- Each question is marked out of 45.
- 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 How well are music lovers served by television? [45 marks]
- 2 “*Music is light entertainment. Viewers don’t want anything live or intellectually demanding. Just pop videos on demand. The video channels have got it right.*” Discuss this view. [45 marks]

Broadcast News and Current Affairs

- 3 “*News, in whatever form, must be reported with due accuracy and presented with due impartiality*”. (Ofcom Code of Practice for Broadcasters.) To what extent do you agree that broadcast news and/or current affairs programmes are impartial? [45 marks]
- 4 Discuss the view that news and/or current affairs programmes should be broadcast at peak viewing and listening times regardless of audience ratings. [45 marks]

Contemporary British Broadcasting

- 5 What are the factors that have enabled radio and/or television broadcasting to succeed in recent years? [45 marks]
- 6 “*They’ve never had it so good.*” To what extent does this view apply to television and/or radio audiences in today’s society? [45 marks]

SECTION B – FILM

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

Contemporary British Cinema

- 7 To what extent is the British film industry influenced by films produced in the USA? [45 marks]
- 8 “*British film makers have been guilty of producing a string of films no one wants to watch.*” (film maker Alan Parker). Discuss this view. [45 marks]

The Concept of Genre in Film

- 9 Discuss the extent to which the boundaries that used to separate film genres are being eroded and broken down. [45 marks]
- 10 “*When you make a film, you take a huge risk with money. You’ve got to have some guarantee that the audience is going to like what you are making.*” To what extent does this observation explain the film industry’s reliance on genre films? [45 marks]

Censorship and Film

- 11 “*Adults should, as far as possible, be free to choose what they see, providing that it remains within the law and is not potentially harmful to society.*” (BBFC code). To what extent do you agree with this policy? [45 marks]
- 12 What factors should be considered by organisations that are given the power to censor or classify films? [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’s obsession with sex and celebrity gives a distorted representation of society.*” Discuss this view. [45 marks]
- 14 To what extent does the magazine industry make a useful contribution to society? [45 marks]

Local Newspapers

- 15 “*Our decision to become a free newspaper is a response to the continuing erosion of circulation.*” Apart from free distribution, what else can local newspapers do to survive? [45 marks]
- 16 Discuss the view that local newspapers are still a valuable asset to their community. [45 marks]

Freedom, Regulation and Control in the British Press

- 17 How, and how well is the British Press currently regulated? [45 marks]
- 18 “*It would be nice to allow the press to be free. But everyone knows that journalists cannot be trusted. They feed on gossip; they interfere in private lives, and their sole purpose is to make money.*” Discuss this view. [45 marks]

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