

**ADVANCED GCE
MEDIA STUDIES**

Media Issues and Debates

THURSDAY 12 JUNE 2008

2735

Afternoon
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 Comment on the view that music programmes on television only appeal to niche audiences. [45 marks]

- 2 “*Instead of just relying on churning out slickly edited pop videos, television has the power to be creative with music programmes.*” Discuss this view of the potential of music programmes on television. [45 marks]

Broadcast News and Current Affairs

- 3 Discuss the view that the need to attract and retain audiences affects the reliability of news and/or current affairs programmes. [45 marks]

- 4 Discuss some of the problems that might arise in the scheduling of news and/or current affairs programmes. [45 marks]

Contemporary British Broadcasting

- 5 How well does the British broadcasting industry serve the public? [45 marks]

- 6 Which has had the bigger impact on broadcasting in recent years: new technology or new regulations? [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 factors that limit the success of the British film industry. [45 marks]
- 8 “*Most young audiences are put off by the style and the subject matter of British films.*” Discuss this view. [45 marks]

The Concept of Genre in Film

- 9 “*Generic conventions provide a basic structure, but that is all. Every film is unique.*” Discuss this view. [45 marks]
- 10 Explain how and why certain films combine the conventions of more than one genre. [45 marks]

Censorship and Film

- 11 How well does the current system of film classification and censorship serve the British public? [45 marks]
- 12 “*Our violent, sex-obsessed society is a direct result of the violent and sex-obsessed films that we have allowed to dominate our cinemas and televisions.*” Discuss 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** “*Magazines are a symbol of our disposable culture. Cheap and worthless.*” Discuss this view of the magazine industry. [45 marks]
- 14** What are the factors that make a magazine successful? [45 marks]

Local Newspapers

- 15** “*We serve dozens of micro-communities, all very different from one another in terms of their geography and demographic make-up.*” (local newspaper editor). How can a local newspaper best serve its community? [45 marks]
- 16** “*Most media products are available electronically. People just aren’t dependent on printed articles anymore.*” How gloomy is the outlook for the local newspaper industry? [45 marks]

Freedom, Regulation and Control in the British Press

- 17** To what extent should we protect the freedom of the British Press? [45 marks]
- 18** “*What is self regulation if not the exercise of free will in the choice between virtue and vice?*” (Sir Christopher Meyer, Chair of the PCC, speech 2006). Is self regulation of the British Press working? [45 marks]

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