

515/01

**MEDIA STUDIES – ME5**

**Changing Media Industries**

P.M. MONDAY, 19 June 2006

(1½ hours)

#### **ADDITIONAL MATERIALS**

In addition to this examination paper, you will need a 12 page answer book.

#### **INSTRUCTIONS TO CANDIDATES**

Answer **two** questions.

You must **not** answer more than one question from any section.

#### **INFORMATION FOR CANDIDATES**

Each question carries 50 marks.

Candidates will be assessed on their written communication.

No certificate will be awarded to a candidate detected in any unfair practice during the examination.

*Answer **two** questions.*

*You must **not** answer more than **one** question from any section.*

### **SECTION A**

#### **TELEVISION**

1. How far do you agree that the success of television channels depends on their scheduling?
2. In what ways does British television reach a global audience?

### **SECTION B**

#### **RADIO**

3. With reference to any radio station you have studied, examine the ways in which it promotes its programmes to listeners.
4. Explore how radio schedulers cater for a wide range of audiences.

### **SECTION C**

#### **FILM AND CINEMA**

5. To what extent do you think that the current system of film classification is effective?
6. How important are marketing and promotion to the commercial success of a film? Refer to at least **two** examples in your answer.

### **SECTION D**

#### **THE MUSIC INDUSTRY**

7. Discuss the impact of new technologies on music audiences.
8. “Magazines are the best way of promoting a band.” How far do you agree with this statement? You should refer to at least **two** different bands in your answer.

**SECTION E**

**NEWSPAPERS**

9. How do you explain the popularity of local newspapers? Refer to at least **one** local newspaper in your answer.
10. How do newspapers aim to attract readers? Refer to at least **two** newspapers in your answer.

**SECTION F**

**MAGAZINES**

11. Why are design and layout so important to magazines? You should refer to at least **two** different magazines in your answer.
12. To what extent do magazines reinforce stereotypes of **either** age **or** gender **or** ethnicity?

**SECTION G**

**ADVERTISING**

13. What strategies do advertisers use to market products to teenagers? Refer to examples.
14. Compare the techniques used in commercial and charity advertising. Refer to specific advertisements in your answer.