



General Certificate of Secondary Education
June 2015

Media Studies

48101

Unit 1 Investigating the Media

Topic Television News

Monday 15 June 2015 1.30 pm to 3.00 pm

For this paper you must have:

- an AQA 8-page answer book
- a clean copy of 48101/PM (enclosed)
- a blank storyboard sheet (enclosed)
- drawing and colouring materials.

Time allowed

- 1 hour 30 minutes

Instructions

- Use black ink or black ball-point pen. You should use coloured pencils, fine liners and a ruler where appropriate.
- Write the information required on the front of your answer book. The **Paper Reference** is 48101.
- Answer **all** tasks.
- You may make sketches and diagrams to help develop your answers where appropriate.
- Do all rough work in your answer book. Cross through any work you do not want to be marked.
- Label clearly your additional sheets. Make it clear which task each sheet relates to. Attach them securely to your answer book.
- You may **not** bring your copy of the Preliminary Material (48101/PM) or any preparatory material to this examination.

Information

- The marks for tasks are shown in brackets.
- All tasks carry equal marks.
- The maximum mark for the paper is 60.
- You are reminded of the need for good English and clear presentation in your answers. Quality of written communication will be assessed.

There are no tasks printed on this page

Answer all tasks

All tasks carry equal marks

0 1

We think that the purpose of television news programmes is to provide:

- up-to-date coverage of important events
- engagement with the target audience
- accurate, fair and balanced reporting.

How successful are television news programmes in doing this? Provide at least **two** examples taken from your research.

[15 marks]

0 2

Using the stories from the preliminary material, give us your ideas for our pilot news bulletin. We need:

- **three** news stories you would use to open the bulletin
- your explanation for the order in which you would present them
- a justification telling us how your ideas would engage with the target audience.

[15 marks]

0 3

Show us your ideas for the opening title sequence for our news programme. You should complete the 10 frames of the storyboard design sheet enclosed.

[15 marks]

0 4

Suggest **three** other ways in which we can increase the engagement of our target audience with television news. At least **one** of your suggestions must show us how we can make use of our e-Media platform.

Explain why each of your suggestions will appeal to our target audience.

[15 marks]

END OF TASKS

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