

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										



General Certificate of Secondary Education
Specimen Paper

Media Studies (Double Award) 48103

Unit 3 Exploring Media Industries

REVISED SPECIMEN PAPER

You will need no other materials.

Time allowed

- 1 hour and 30 minutes

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions. You are advised to spend 45 minutes on Section A and 45 minutes on Section B.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- **Page 8 is perforated.** Detach it and use it when answering Section B.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 60.
- You are reminded of the need for good English and clear presentation in your answers.
- In Question 15 you will be marked on your ability to:
 - use good English
 - organise information clearly
 - use media terminology where appropriate.

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
TOTAL	

Section A

There are 30 marks for this section.

Answer **all** questions in the spaces provided, using examples from the two media industries you have studied.

Audiences and Media Products

1 Suggest **one** primary and **one** secondary research method that a media organisation you have studied might use in gathering information on its audience.

.....
.....
.....
.....

(2 marks)

2

2 Why is research important when creating a media product? Give **two** examples, one for each of the media industries you have studied.

.....
.....
.....
.....
.....
.....
.....
.....
.....

(4 marks)

4

(Extra space).....
.....
.....
.....

Ownership, Control and Finance

3 From the media industries you have studied, identify **two** different types of media ownership, one from each industry?

.....
.....
.....
.....

(2 marks)

2

4 How might the ownership of a media organisation affect its output? Give **two** examples, one from each of the media industries you have studied.

.....
.....
.....
.....
.....
.....
.....
.....
.....

(4 marks)

4

(Extra space).....
.....
.....
.....

Working Practices and Job Roles

5 Using **one** media industry you have studied, identify and explain a job role within that industry.

.....
.....
.....
.....

(2 marks)

2

6 Why are **freelance** workers such a feature of the media industries? Give **two** examples, one from each of the media industries you have studied.

.....
.....
.....
.....
.....
.....
.....
.....
.....

(4 marks)

4

(Extra space).....
.....
.....
.....

Regulation and Ethical/Legal Constraints

7 Identify the regulatory body from **one** of the media industries you have studied. You must name the industry.

Industry:

.....

.....

.....

(2 marks)

2

8 With reference to **both** of the media industries you have studied, explain why media regulation is important.

.....

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

4

(Extra space).....

.....

.....

.....

Technological Developments

9 Choosing **one** media industry you have studied, identify **two** technological developments which have had an impact on that industry.

.....
.....
.....
.....

(2 marks)

2

10 For **each** of the developments you have identified in Q9, explain why they have had such an impact.

.....
.....
.....
.....
.....
.....
.....
.....
.....

(4 marks)

4

(Extra space).....
.....
.....
.....

Turn over for the next question.

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**

Section B

There are 30 marks for this section.

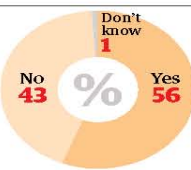
Answer **all** questions in the spaces provided.

Audience consumption

Questions of choice Old and new media

Newspapers

?
In the course of a normal week do you read a daily newspaper?

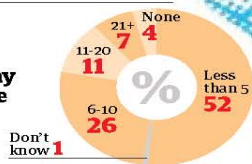


?
Would you say you are interested in news?

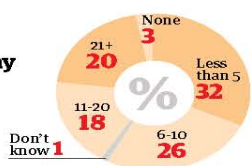


Mobile phones

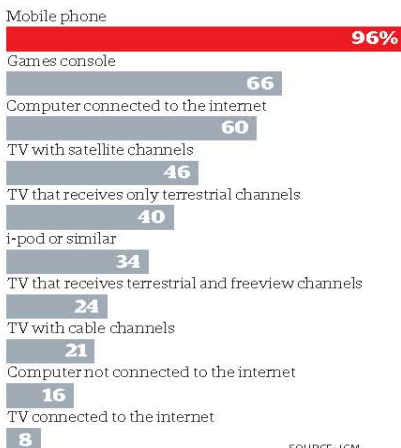
?
In a normal day how many mobile phone calls do you make?



?
In a normal day how many mobile text messages do you send?



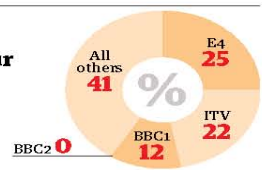
?
Which of these things do you presently have available to you?



Poll of 14-21 year olds

Television

?
Which is your favourite Freeview channel?



?
In a normal week how many hours do you spend watching TV?

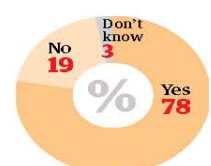


Internet

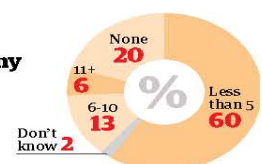
?
Do you have your own weblog or internet site?



?
Do you have a broadband connection?



?
In a normal day how many emails do you send?



?
How many hours each week do you spend doing the following...?

- 3:46** Chatting in online communities
- 3:32** Researching for work or studies
- 1:00** Sending emails
- 1:08** Downloading music
- 1:02** Playing computer games
- 0:36** Shopping online
- 0:26** News and current affairs sites
- 0:16** Watching TV-style broadcasts
- 0:07** Browsing adult sites

11 What does the survey suggest is the most popular means of communication among 14-21 year olds? Suggest **two** reasons why this might be.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(5 marks)

5

12 One third of all young people in the survey say they have their own weblog or internet site. What might this suggest about the way in which young people use media technology? Offer **two** explanations.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(5 marks)

5

13 Downloading music appears as the third most popular online activity in the survey. Why do you feel this activity is so popular and can you identify **two** ethical and/or legal issues that might apply to this activity?

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(5 marks)

5

14 What do you feel these figures say about the use of 'old' media by young people? Offer **two** reasons why young people could be moving away from old media?

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(5 marks)

5

There are no questions printed on this page.

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**

ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright-holders have been unsuccessful and AQA will be happy to rectify any omissions of acknowledgements in future papers if notified.

Section B: Copyright © Guardian News and Media Ltd. 2005

Copyright © 2010 AQA and its licensors. All rights reserved.