

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
General Certificate of Secondary Education

MEDIA STUDIES

1918/5

CROSS MEDIA TOPICS
Component 5 Foundation Tier

Tuesday **28 JUNE 2005** Afternoon 1 hour 30 minutes

Additional materials:
Answer booklet

INSTRUCTIONS TO CANDIDATES

- Write your answers in the separate answer booklet.
- Write your name, Centre number and candidate number in the spaces provided on the answer booklet.
- Answer **two** questions.
- Answer **one** question from Section A and **one** question from Section B on the topic you have studied.

INFORMATION FOR CANDIDATES

- You are advised to spend 45 minutes on each section.
- The number of marks is given in brackets [] at the end of each question.
- The total number of marks available for this paper is 60.

This question paper consists of 3 printed pages and 1 blank page.

Section A: Media Producers and Audiences

Choose **one** topic that you have studied.

Answer either Question 1 (News) or Question 2 (Advertising).

EITHER

1 News

Describe the ways in which different media try to interest their audience in news stories. In your answer refer in detail to **two** or **more examples** from **different** media (e.g. television, radio, newspapers, film, the Internet).

In your answer you should:

- identify your examples
- describe your examples
- describe why the stories were chosen by producers
- describe the target audience
- describe how the producers hoped to interest their audiences.

[30]

OR

2 Advertising

Describe how advertisers use different media to make products appealing to audiences. In your answer you should refer in detail to **two** or **more examples** from **different** media (e.g. television, radio, film, newspapers, magazines, the Internet).

In your answer you should:

- identify your examples
- describe your examples
- describe the target audience
- describe how the advertisers hoped to appeal to their audiences.

[30]

Section B: Messages and Values

Answer either Question 3 (News) or Question 4 (Advertising). Answer on the same topic that you chose in Section A.

EITHER

3 News

Describe how **people, places and/or events** are represented in the news. Refer in detail to **two** or **more examples** which you have studied. You should use at least one past news story and one recent news story in your answer.

In your answer you should:

- identify your examples
- describe the representations of people, places, and/or events
- describe what is the same and what has changed over time
- describe the messages and values in these representations.

[30]

OR

4 Advertising

Describe how **people and/or products** are represented in advertisements. Refer in detail to **two** or **more examples** which you have studied. You should use at least one past advertisement and one recent advertisement in your answer.

In your answer you should:

- identify your examples
- describe the representations of people and/or products
- describe what is the same and what has changed over time
- describe the messages and values in these representations.

[30]

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