

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**  
**General Certificate of Secondary Education**

**MEDIA STUDIES**

**1918/6**

CROSS MEDIA TOPICS  
Component 6 Higher 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.

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**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**

Compare 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
- analyse your examples
- explain *how* and *why* the stories were chosen by producers
- compare the target audiences
- explain how the producers hoped to interest those audiences.

[30]

**OR**

**2 Advertising**

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

In your answer you should:

- identify your examples
- analyse your examples
- explain *how* and *why* different media were used
- compare the target audiences
- explain how the advertisers hoped to appeal to those 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**

Compare how representations of **people, places and/or events** in the news have changed and/or stayed the same over time. 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
- analyse the representations of people, places, and/or events
- compare the messages and values in these representations
- explain what is the same and what has changed over time.

[30]

**OR**

**4 Advertising**

Compare how representations of **people and/or products** in advertisements have changed and/or stayed the same over time. 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
- analyse the representations of people and/or products
- compare the messages and values in these representations
- explain what is the same and what has changed over time.

[30]

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