

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**

**General Certificate of Secondary Education**

**MEDIA STUDIES**

**1918/5**

**CROSS MEDIA TOPICS**

**Component 5 Foundation Tier**

Thursday

**22 JUNE 2006**

Afternoon

1 hour 30 minutes

Additional materials:

8 page answer booklet

**TIME** 1 hour 30 minutes

**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**

Describe the ways in which the news is presented by different media. 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 the ways the producers tried to appeal to the audience.

[30]

**OR**

**2 Advertising**

Describe the ways products are advertised by different media. 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 producers tried to appeal to the audience.

[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 the representations within the news stories which you have studied. Refer in detail to **two or more examples**. 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 peoples, places, and/or events
- show what is the same and what has changed over time
- describe the messages and values in these representations.

[30]

**OR**

**4 Advertising**

Describe the representations in the advertisements which you have studied. Refer in detail to **two or more examples**. 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
- show what is the same and what has changed over time
- describe the messages and values in these representations.

[30]

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