

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

General Certificate of Secondary Education

MEDIA STUDIES

1918/6

CROSS MEDIA TOPICS

Component 6 Higher 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.

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 how news is presented to audiences by different media. In your answer, refer in detail to examples from **at least two 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 different media advertise products to their audiences. In your answer, refer in detail to examples from **at least two 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 producers 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 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 peoples, 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 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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