

GENERAL CERTIFICATE OF SECONDARY EDUCATION
MEDIA STUDIES

1918/05

Cross Media Topics (Foundation Tier)

FRIDAY 13 JUNE 2008

Morning

Time: 1 hour 30 minutes

Additional materials (enclosed): Answer Booklet (8 page)

Additional materials (required):
None.



INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the spaces provided on the Answer Booklet.
- Answer **two** questions.
- Write your answers in the Answer Booklet.
- Answer **one** question from Section A and **one** question from Section B on the topic you have studied.

INFORMATION FOR CANDIDATES

- 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**.
- You are advised to spend 45 minutes on each question.

This document consists of **4** printed pages.

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 that different media try to make the news interesting to audiences. Make sure that you use **two or more examples** from **different media** (e.g. television, radio, newspapers, newsreels, the Internet).

You should:

- identify your examples
- describe your examples
- describe the target audience
- show how the producers tried to appeal to this audience.

[30]

OR

2 Advertising

Describe the ways that different media advertise products to make them more interesting to audiences. Make sure that you use **two or more examples** from **different media** (e.g. television, radio, film, newspapers, magazines, the Internet).

You should:

- identify your examples
- describe your examples
- describe the target audience
- show how the producers attempted 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 and/or places** are represented in the news stories you have looked at. Refer in detail to **two or more examples**. Make sure that you use at least one **past** news story and one **recent** news story 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 how **people and/or products** are represented in the adverts you have looked at. Refer in detail to **two or more examples**. Make sure that you use at least one **past** advertisement and one **recent** advertisement 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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