

**GENERAL CERTIFICATE OF SECONDARY EDUCATION  
MEDIA STUDIES**

**1918/06**

Cross Media Topics (Higher 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.
- Write your answers in 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**

- 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**

Compare the techniques used to present news to a specific target audience. In your answer make sure that you refer to examples from **at least two** media (e.g. television, radio, newspapers, newsreel, the Internet).

You should:

- identify your examples
- analyse the similarities and/or differences between 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 the ways different media advertise a product or products to a specific target audience. In your answer, make sure that you refer to examples from **at least two** media (e.g. television, radio, print, film, the Internet).

You should:

- identify your examples
- analyse the similarities and/or differences between 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**

In what ways have representations of **people and/or places** changed and/or stayed the same over time within the news articles you have looked at? In your answer refer in detail to **two or more examples** which you have studied. Make sure that you use at least one **past** news story and one **recent** news story in your answer.

You should:

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

[30]

**OR**

**4 Advertising**

In what ways have representations of **people and/or products** changed and/or stayed the same over time within the adverts you have looked at? In your answer refer in detail to **two or more examples** which you have studied. Make sure that you use at least one **past** advertisement and one **recent** advertisement 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/or what has changed over time.

[30]

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