

International General Certificate of Secondary Education
CAMBRIDGE INTERNATIONAL EXAMINATIONS

SOCIOLOGY
PAPER 2

0495/2

MAY/JUNE SESSION 2002

1 hour 30 minutes

Additional materials:
Answer paper.

TIME 1 hour 30 minutes

INSTRUCTIONS TO CANDIDATES

Write your name, Centre number and candidate number in the spaces provided on the answer paper/ answer booklet.

Answer **all** questions.

Write your answers on the separate answer paper provided.

If you use more than one sheet of paper, fasten the sheets together.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets [] at the end of each question or part question.

This question paper consists of 4 printed pages.

CULTURE AND SOCIALISATION

Mass Media

Introduction

In most parts of the world the media are an important part of society. Television, radio, published written materials like newspapers, and now the Internet, are examples of the media. Many sociologists believe that the media have a great influence upon our attitudes and behaviour.

The following sources present evidence about the media in various parts of the world.

Study the sources carefully before answering the questions.

Source A

The global media system

A few large media companies are controlling an increasing amount of what we read, see and hear.

Total Sales of the Largest Media Companies in 1996

Media company	Annual sales in American dollars
Time Warner	\$25 billion
Disney	\$24 billion
Bertelsman	\$15 billion
Viacom	\$13 billion
News Corporation	\$10 billion

Source: Adapted from New Internationalist No. 314, July 1999.

Questions on Source A

Study Source A carefully

- 1 (i) According to Source A, what were the annual sales of the Disney media company in 1996? [1]
- (ii) According to Source A, which media company had the largest annual sales in 1996? [1]

Source B

Images of men in the media

Understanding the effects of the media on the attitudes of men was the main purpose of the research. I decided to do content analysis on different types of media. The aim was to describe the images of men shown by the media. However, because I didn't have much time I analysed advertising in magazines and newspapers.

Questions on Source B

Study Source B carefully

- 2 In sociological research what is *content analysis*? [2]
- 3 Describe **two** advantages of *content analysis*. [4]
- 4 In the research described in Source B give **three** reasons why the evidence from content analysis may not be accurate or reliable. [6]

Source C

An interview about eating disorders

Researcher: Why did you start to diet?

Subject: I wanted to be like the people in the adverts. You know, like the models, thin and beautiful. It's the endless pressure. Your friends talk about the latest fashions. They get all of the magazines. You just have to be thin to look good these days. So I started to diet and starve myself to lose weight. That's when my problems began. My doctor could tell you all about it! I almost died before I got help.

Questions on Source C

Study Source C carefully.

- 5 Describe **two** ethical issues raised by this research. [4]
- 6 How useful is Source C as evidence of the effects of media advertising on **all** women? [6]

Source D

Newspaper article about media violence

The media are showing more and more violent images and behaviour. Children are exposed to scenes of increasing violence. Crime, fighting and death are now very common in films and television. Newspapers report on crime and violence. This must affect our children. It should be stopped!

- 7 Identify **three** possible causes of bias or inaccuracy in evidence collected from the media. [3]
- 8 'Violence in the media makes children more violent in their behaviour.'
Describe the evidence sociologists might use to test this claim. [3]

TOTAL MARKS: 30

Copyright Acknowledgements:

Question 1. Total Sales of the Largest Media Companies in 1996, the New Internationalist, 1999. © Reproduced by permission from the New Internationalist. Cambridge International Examinations has made every effort to trace copyright holders, but if we have inadvertently overlooked any we will be pleased to make the necessary arrangements at the first opportunity.