

General Certificate of Education  
June 2006  
Advanced Level Examination



**MEDIA STUDIES**  
**Unit 4 Texts and Contexts in the Media**

**MED4**

Monday 19 June 2006 1.30 to 3.00 p.m.

**For this paper you must have:**

- an 8-page answer book

Time allowed: 1 hour 30 minutes

**Instructions**

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is MED4.
- Answer **two** questions.
- Each question must be from a different section.

**Information**

- The maximum mark for this paper is 60.
- In this paper you will be expected to:
  - show the influence of wider contexts on contemporary and historical media texts
  - comment on and evaluate media theories, debates, ideas and information
  - show what you know about media texts and ideas using the Key Concepts.
- You will be rewarded for:
  - your personal engagement with media texts
  - specific reference to a range of media texts, contemporary and/or historical, as appropriate.
- You are reminded of the need for good English and clear presentation in your answers. All questions should be answered in continuous prose. Quality of Written Communication will be assessed in all answers.

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Answer **two** questions, each from a different section.

All questions carry 30 marks.

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**SECTION A**

**THE PRODUCTION AND MANUFACTURE OF NEWS**

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**1**

**EITHER** (a) Critics have accused newspapers and the broadcast media of ‘tabloidisation’; an increasing reliance on the sensational and the trivial.

What arguments can be used in support of this view?

**OR** (b) To what extent is the daily news predictable?

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**SECTION B**

**REPRESENTATIONS**

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**2**

**EITHER** (a) Traditionally, the media has stereotyped whole groups of people. Is there now a more complex and fragmented approach to stereotyping?

**OR** (b) What are the problems associated with the construction of accurate representations?

Answer with reference to **one or more** social groups or places.

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**SECTION C****GENRE**

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**3**

**EITHER** (a) It has been argued that all genre texts promote a set of values related to the contexts in which they are produced.

How far do you agree?

**OR** (b) How and why do contemporary genre texts play with generic conventions?

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**SECTION D****MEDIA AUDIENCES**

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**4**

**EITHER** (a) Many television programmes invite viewers to participate, for example by voting. This creates an illusion that audiences have power.

How far do you agree with this view?

**OR** (b) How useful are audience theories to an understanding of contemporary media?

**END OF QUESTIONS**

**There are no questions printed on this page**