



**ADVANCED GCE**  
**MEDIA STUDIES**  
 Critical Research Study

**2734**

Candidates answer on the Answer Booklet

**OCR Supplied Materials:**

- 16 page Answer Booklet
- Cover Sheet 2734/CV

**Other Materials Required:**

None

**Friday 18 June 2010**  
**Morning**

**Duration: 2 hours**



**INSTRUCTIONS TO CANDIDATES**

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the spaces provided on the Answer Booklet.
- Use black ink. Pencil may be used for graphs and diagrams only.
- **You must attach your Critical Research Study Cover Sheet (2734/CV) to the front of your research notes.**
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Choose **one** topic.
- Answer **both** of the questions on your chosen topic.
- Write the number and name of your chosen topic at the top of the first page of your answer.
- You should make **detailed reference to specific examples** from your investigation in each answer.
- You must attach your Cover Sheet and associated notes to the front of your Answer Booklet at the end of the examination.
- Do **not** write in the bar codes.

**INFORMATION FOR CANDIDATES**

- The number of marks is given in brackets [ ] at the end of each question or part question.
- Each question is marked out of 45.
- The total number of marks for this paper is **90**.
- The quality of written communication will be taken into account in assessing your work.
- This document consists of **4** pages. Any blank pages are indicated.

**Answer both of the questions on your one chosen topic.**

**You should make detailed reference to specific examples from your investigation in each answer.**

### **Topic 1 – Advertising**

- 1 Give an account of, and evaluate, the research methods you used to investigate media advertising. **[45]**
- 2 With detailed reference to your specific area of study, discuss and analyse the aspects of advertising that you have researched. **[45]**

### **Topic 2 – Children and the Media**

- 1 Give an account of, and evaluate, the research methods you used to investigate the relationship between children and the media. **[45]**
- 2 With detailed reference to your specific area of study, discuss and analyse the aspects of the relationship between children and the media that you have researched. **[45]**

### **Topic 3 – Community Radio**

- 1 Give an account of, and evaluate, the research methods you used to investigate the relationship between community radio and its audience. **[45]**
- 2 With detailed reference to your specific area of study, discuss and analyse the aspects of the relationship between community radio and its audience that you have researched. **[45]**

### **Topic 4 – Crime and the Media**

- 1 Give an account of, and evaluate, the research methods you used to investigate the relationship between crime and the media. **[45]**
- 2 With detailed reference to your specific area of study, discuss and analyse the aspects of the relationship between crime and the media that you have researched. **[45]**

### **Topic 5 – Politics and the Media**

- 1 Give an account of, and evaluate, the research methods you used to investigate the relationship between politics and the media. **[45]**
- 2 With detailed reference to your specific area of study, discuss and analyse the aspects of the relationship between politics and the media that you have researched. **[45]**

**Topic 6 – Sport and the Media**

- 1 Give an account of, and evaluate, the research methods you used to investigate the relationship between sport and the media. [45]
- 2 With detailed reference to your specific area of study, discuss and analyse the aspects of the relationship between sport and the media that you have researched. [45]

**Topic 7 – Television Drama**

- 1 Give an account of, and evaluate, the research methods you used to investigate your chosen area of television drama. [45]
- 2 With detailed reference to your specific area of study, discuss and analyse the aspects of television drama that you have researched. [45]

**Topic 8 – Women and Film**

- 1 Give an account of, and evaluate, the research methods you used to investigate the relationship between women and film. [45]
- 2 With detailed reference to your specific area of study, discuss and analyse the aspects of the relationship between women and film that you have researched. [45]

**Topic 9 – World Cinema**

- 1 Give an account of, and evaluate, the research methods you used to investigate your chosen area of World Cinema. [45]
- 2 With detailed reference to your specific area of study, discuss and analyse the aspects of World Cinema that you have researched. [45]

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