

**ADVANCED GCE****MEDIA STUDIES**

Media Issues and Debates

2735

Candidates answer on the Answer Booklet

OCR Supplied Materials:

- 16 page Answer Booklet

Other Materials Required:

None

Tuesday 15 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.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- This question paper has **three** sections:
 - Section A: Broadcasting
 - Section B: Film
 - Section C: Print
- You must answer **two** questions.
- **Each question must be taken from a different section.**
- You should make detailed reference to specific media texts/case studies to support points made in your answers.
- This is a synoptic assessment unit. It draws together all four media concepts:
 - Media forms and conventions*
 - Media representations*
 - Media institutions*
 - Media audiences.*
- 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 when assessing your work.
- This document consists of **4** pages. Any blank pages are indicated.

SECTION A – BROADCASTING

You should make detailed reference to specific media texts/case studies in your answer.

Music Programmes on TV

- 1 Discuss the view that music programmes on television rarely have mass appeal. [45]
- 2 *“Television is not an appropriate medium for music.”* To what extent do you agree? [45]

Broadcast News and Current Affairs

- 3 *“Broadcast news and current affairs programmes have a duty to be impartial, and long may that be the case.”* Discuss this view. [45]
- 4 Discuss the issues that might arise in the selection of content for broadcast news and/or current affairs programmes. [45]

Contemporary British Broadcasting

- 5 Is the public better served by the British broadcasting industry than it was ten years ago? Explain your view. [45]
- 6 How should the British broadcasting industry be regulated? [45]

SECTION B – FILM

You should make detailed reference to specific media texts/case studies in your answer.

Contemporary British Cinema

- 7 What are the significant achievements of the British film industry over the past ten years? [45]
- 8 “*You can tell a British made film a mile off. Low production values, cheap budget, limited appeal.*” Discuss this view. [45]

The Concept of Genre in Film

- 9 “*The study of film genre is becoming irrelevant. Most films now break generic conventions.*” Discuss this view. [45]
- 10 Explain how and why one or more genres have developed and adapted to suit modern audiences. [45]

Censorship and Film

- 11 How effective are the controls on films released to UK audiences? Explain your view. [45]
- 12 Films are often blamed for causing violence and anti-social or irresponsible behaviour. Discuss the arguments and evidence that support or oppose this view. [45]

SECTION C – PRINT

You should make detailed reference to specific media texts/case studies in your answer.

The Magazine Industry

- 13** Discuss the effect that the internet has had, and is likely to have on the magazine industry. [45]
- 14** What role do magazines have in society? [45]

Local Newspapers

- 15** *“Local issues are more important in people’s lives than national issues. The local newspaper is more important than the national newspaper.”* Discuss this view. [45]
- 16** Is the local newspaper industry serving a useful purpose in the digital age? Explain your view. [45]

Freedom, Regulation and Control in the British Press

- 17** What is meant by self-regulation, and how successfully is it working for the British Press? [45]
- 18** What laws control the British Press and how successful are they in doing so? [45]



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