
MEDIA STUDIES

9607/04

Paper 4 Critical Perspectives

For Examination from 2015

SPECIMEN PAPER

2 hours

Additional Materials: 16-page answer booklet

READ THESE INSTRUCTIONS FIRST

If you have been given an Answer Booklet, follow the instructions on the front cover of the Booklet.

Write your Centre number, candidate number and name on the work you hand in.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, glue or correction fluid.

Answer Section A and **one** question from Section B.

At the end of the examination, fasten all your work securely together.

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

This document consists of **3** printed pages and **1** blank page.

Section A: Evaluation of skills development

In this section you need to write about your work for the Foundation Portfolio and Advanced Portfolio components. You must answer both 1(a) and 1(b).

- 1 (a)** “Digital technology turns media consumers into media producers.” In your own experience, how has your creativity developed through using digital technology to complete your coursework productions? [25]
- (b)** “Media texts rely on cultural experiences in order for audiences to easily make sense of narratives.” Explain how you used conventional and/or experimental narrative approaches in one of your production pieces. [25]

Section B: Contemporary media issues

Answer **one** question from Section B.

*You should refer to at least **two** different media and support your answer with reference to contemporary examples.*

Contemporary media regulation

2 Discuss the arguments for and against more media regulation. [50]

OR

3 How far should contemporary media regulation differ from that of the past? [50]

Global media

4 To what extent can the media be described as global? [50]

OR

5 How far should globalisation of the media be seen as a 'problem'? [50]

Media and collective identity

6 Discuss the contemporary representation of a nation, region or social group in the media. [50]

OR

7 How far is collective identity determined by the media? [50]

Media in the online age

8 To what extent has the online age produced greater democracy? [50]

OR

9 How important is media convergence? [50]

Post-modern media

10 To what extent can some media texts be considered to be 'post-modern'? [50]

OR

11 Consider the ways in which post-modern media challenge conventional relations between audience and text. [50]

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