
MEDIA STUDIES

9607/04

Paper 4 Critical Perspectives

October/November 2015

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 or graphs.

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

DO NOT WRITE IN ANY BARCODES.

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)** Assess the importance of research and planning in the development of your production work. [25]
- (b)** Analyse one of your productions using the concept of genre. [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 How far do changes to the regulation of the media reflect broader social changes? [50]

OR

3 “Technological change in the media requires changes in media regulation.” Discuss. [50]

Global media

4 How far might the globalisation of contemporary media be regarded as a problem? [50]

OR

5 To what extent have globalised media transformed production? [50]

Media and collective identity

6 Discuss the different ways in which the media represent a social group you have studied. [50]

OR

7 How far can it be said that human identity is always mediated? [50]

Media in the online age

8 Discuss the relationship between online media and democracy. [50]

OR

9 Evaluate the ways in which media producers make use of convergence. [50]

Post-modern media

10 “Nothing is certain for the audience in the post-modern text.” How far do you agree with this statement? [50]

OR

11 How far do post-modern media challenge the conventions of representation? [50]

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