Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

MEDIA STUDIES **9607/04**

Paper 4 Critical Perspectives **May/June 2015**

2 hours

Additional Materials: 16-page Answer Booklet

1836101703

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.

© UCLES 2015

CAMBRIDGE International Examinations

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)** In what ways did you engage with the conventions of real media texts in your own productions? [25]

(b) Analyse one of your productions in relation to ideas about representation. [25]

© UCLES 2015

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 effective is contemporary media regulation? [50]

OR

3 Evaluate the arguments for stricter regulation of the media. [50]

Global media

4 Assess the arguments for and against global media. [50]

OR

5 To what extent is the audience for the media now 'global'? [50]

Media and collective identity

6 Discuss the social implications of media representation. [50]

OR

7 To what extent does the representation of a particular social group change over time? [50]

Media in the online age

8 "The online age has totally destroyed traditional media distribution methods." How far do you agree with this statement? [50]

OR

9 How far has the online age changed the way audiences use the media? [50]

Post-modern media

10 How far does the concept of post-modernism help you to understand some of the media texts you have studied? [50]

OR

11 To what extent do post-modern media blur the boundaries between reality and representation? [50]

© UCLES 2015

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.