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 2016**

2 hours

No Additional Materials are required.

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READ THESE INSTRUCTIONS FIRST

An answer booklet is provided inside this question paper. You should follow the instructions on the front cover of the answer booklet. If you need additional answer paper ask the invigilator for a continuation booklet.

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

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

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

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[Turn over

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)** To what extent did the development of your research and planning lead to more creative media products? [25]

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

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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 Why is regulation of the media such a complex issue? [50]

OR

3 "Contemporary media regulation needs to be different from that in the past." How far do you agree with this statement? [50]

Global media

4 In your experience, are we living in a global media world? [50]

OR

5 To what extent has globalised media transformed distribution? [50]

Media and collective identity

6 "Media representations of collective identity change over time." How far do you agree with this statement? [50]

OR

7 How is collective identity mediated? [50]

Media in the online age

8 "Some features of contemporary media are more democratic than others." Discuss. [50]

OR

9 To what extent has the online age changed the expectations of media audiences? [50]

Post-modern media

10 To what extent do post-modern texts present particular challenges to audiences? [50]

OR

11 "There are different versions of post-modernism to be found in media texts." How far do you agree with this statement? [50]

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