Cambridge International AS & A Level

Cambridge Assessment International Education
Cambridge International Advanced Subsidiary and Advanced Level

MEDIA STUDIES **9607/41**

Paper 4 Critical Perspectives **May/June 2019**

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.

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

Section A: Evaluation of production 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 use or challenge conventions in your production work? [25]

(b) Evaluate **one** of your productions using the concept of representation. [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 To what extent does media regulation reflect its period? [50]

OR

3 'It is impossible to regulate the media effectively.' Discuss this view. [50]

Global media

4 'The positives of global media outweigh the negatives.' How far do you agree with this view? [50]

OR

5 To what extent have global media created global culture? [50]

Media and collective identity

6 'People don't want positive or negative representations of themselves – they want complexity.' How far do you agree with this statement? [50]

OR

7 In what ways are representations of specific social groups resistant to change? [50]

Media in the online age

8 To what extent have online media revolutionised traditional media? [50]

OR

9 'We are all producers in the online age.' Assess the evidence to support this statement. [50]

Postmodern media

10 'Everything is playful in the postmodern text.' Discuss this view. [50]

OR

11 What, for you, is the most useful way of understanding postmodern media? [50]

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