Cambridge Assessment International Education

Cambridge International AS & A Level

MEDIA STUDIES **9607/41**

Paper 4 Critical Perspectives **May/June 2020**

2 hours

1483215556

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **two** questions in total:
  - Section A: answer Question 1.
  - Section B: answer **one** question.
- Follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.

INFORMATION

- The total mark for this paper is 100.
- The number of marks for each question or part question is shown in brackets [ ].

This document has **4** pages. Blank pages are indicated.

© UCLES 2020

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)** To what extent were research and planning essential in your productions? [25]

(b) Analyse **one** of your productions in relation to the concept of narrative. [25]

© UCLES 2020

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 so complicated? [50]

OR

3 'Contemporary media regulation needs to keep up with new technologies.' How far do you agree with this statement? [50]

Global media

4 'We are all living in a "global village", created by the media.' To what extent do you agree with this statement? [50]

OR

5 To what extent have global media transformed audience behaviour? [50]

Media and collective identity

6 'Media representations of social groups change over time.' How far do you agree with this statement? [50]

OR

7 Discuss the ways in which identity is mediated. [50]

Media in the online age

8 Evaluate the different views on the democratising effects of online media. [50]

OR

9 'The online age has forced media industries to adapt.' To what extent do you agree with this statement? [50]

Postmodern media

10 What versions of postmodernism have you found useful when analysing the media? [50]

OR

11 'Postmodern media texts are more challenging for audiences.' How far do you agree with this statement? [50]

© UCLES 2020

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 Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

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

© UCLES 2020