Cambridge Assessment International Education

Cambridge International AS & A Level

MEDIA STUDIES **9607/41**

Paper 4 Critical Perspectives **May/June 2025**

2 hours

6676750446

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **three** questions in total:
  - Section A: answer **two** questions.
  - Section B: answer Question 4.
- 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 60.
- The number of marks for each question or part question is shown in brackets [ ].

This document has **4** pages. Any blank pages are indicated.

© UCLES 2025

Section A: Media debates

Answer **two** questions from Section A.

You should refer to one or more media forms in each answer.

Media regulation

1 'Without media regulation there would be chaos.' To what extent do you agree with this statement? [15]

Postmodern media

2 Explain the relationship between the postmodern media text and other media texts. [15]

Power and the media

3 'It's not just *what* is said but *how* it is said that matters.' Analyse the power of rhetoric in the media. [15]

Section B: Media ecology

4 Explain the most significant contemporary trends in the evolution of the media. [30]

© UCLES 2025

BLANK PAGE

© UCLES 2025

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

© UCLES 2025