Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

MEDIA STUDIES **9607/04**

Paper 4 Critical Perspectives **October/November 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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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 the development of your skills using digital technology impact upon your creative practice? [25]

(b) Analyse one of your productions using the concept of audience. [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 is effective regulation of the media possible? [50]

OR

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

Global media

4 The media enable us to live in a 'global village'. Discuss. [50]

OR

5 Assess the impact of global media on local culture. [50]

Media and collective identity

6 "Collective identity is determined by media representations." How far do you agree with this statement? [50]

OR

7 Analyse the media representation of a particular collective identity. [50]

Media in the online age

8 "Online media has revolutionised production." How far do you agree with this statement? [50]

OR

9 To what extent has online media replaced all other kinds of media? [50]

Post-modern media

10 Explain how certain kinds of media can be defined as post-modern. [50]

OR

11 How far do post-modern media challenge traditional ways of reading texts? [50]

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