Cambridge International AS & A Level

Cambridge Assessment International Education
Cambridge International Advanced Subsidiary and Advanced Level

MEDIA STUDIES **9607/04**

Paper 4 Critical Perspectives **October/November 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.

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

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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)** Assess the relationship between digital technology and creativity in your production work. [25]

(b) Evaluate one of your productions in relation to the concept of 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 'Media regulation must adapt to technological change.' How far do you agree with this view? [50]

OR

3 To what extent can today's media regulation be the same as that of the past? [50]

Global media

4 Assess the arguments for and against global media in relation to representation. [50]

OR

5 'The media are increasingly global.' Discuss this view. [50]

Media and collective identity

6 How far do contemporary media offer a diversity of representations of particular groups? [50]

OR

7 To what extent do people today now have the power to represent themselves? [50]

Media in the online age

8 'Media institutions have failed to adapt to the challenges and opportunities of online media.' How far do you agree with this view? [50]

OR

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

Postmodern media

10 'Postmodernism is so much more than intertextuality.' To what extent do you agree with this view? [50]

OR

11 How far do audiences operate differently in a postmodern world? [50]

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