Cambridge Assessment International Education

Cambridge International AS & A Level

MEDIA STUDIES **9607/04**

Paper 4 Critical Perspectives **October/November 2022**

2 hours

7404842944

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.

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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 Evaluate some of the different ways in which the idea of freedom is used in debates about media regulation. [15]

Postmodern media

2 'It is difficult to fully appreciate popular culture without an understanding of postmodernism.' How far do you agree with this statement? [15]

Power and the media

3 'Ownership of media companies is restricted to a privileged minority, which means that the media are never fully representative.' To what extent do you agree with this statement? [15]

Section B: Media ecology

4 Analyse the significance of the convergence of the smartphone with mass communication technology. [30]

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