

CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge International
Advanced Subsidiary and Advanced Level

9607/42

MEDIA STUDIES
Paper 4 Critical Perspectives

May/June 2018

TIME: 2 hours

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

No Additional Materials are required.

READ INSTRUCTIONS OVERLEAF

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.

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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) To what extent was your creativity the result of your use of digital technology? [25]**

- (b) Evaluate one of your productions in relation to the concept of media language. [25]**

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 How effective are current regulatory practices? [50]

OR

3 What are the arguments against more regulation of the media? [50]

GLOBAL MEDIA

4 'The global audience for media has removed all local difference.' Discuss. [50]

OR

5 What are the arguments against global media? [50]

MEDIA AND COLLECTIVE IDENTITY

- 6 'It doesn't matter how the media stereotype social groups, audiences can decide for themselves.'
Discuss. [50]**

OR

- 7 Analyse the representation of a social group in contemporary media. [50]**

MEDIA IN THE ONLINE AGE

- 8 To what extent have online media revolutionised consumption? [50]**

OR

- 9 'The online age has transformed media production.'
Discuss. [50]**

POSTMODERN MEDIA

- 10 How far do postmodern texts challenge the audience to see things differently? [50]**

OR

- 11 Postmodernism has been defined as an historical period, a style and as a theoretical approach. What does postmodernism mean to you in relation to the media texts you have studied? [50]**

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