

---

**MEDIA STUDIES**

**9607/41**

Paper 4 Critical Perspectives

**May/June 2018**

**2 hours**

No Additional Materials are required.

---

**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.

**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]

**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 International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at [www.cie.org.uk](http://www.cie.org.uk) after the live examination series.

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