

Paper 2 – Section A: Music

Question 1

- 1 Bauer publishing.
- 2 Ofcom.
- 3 Diversification.
- 4 Conglomerate.

Questions 2 and 3

- 1 BBC Radio 2, BBC Radio 4.
- 2 BBC Radio 1Xtra, BBC Asian Network, BBC Radio 3, any local radio station.
- 3 By playing distinctive content – live music in performance – which may be too expensive for commercial radio; by targeting an audience not otherwise served by BBC Radio – 16–29 year olds – thus serving the whole population of the UK.
- 4 Convergence.
- 5 Radio 1, BBC Four, BBC iPlayer, YouTube.
- 6 By being distinctive, so offering a sense of personal identity to its loyal audience; by offering a substitute for companionship to isolated audiences, or by offering unusual content that forms the basis of real-life conversation; by offering entertainment, e.g. through the quality of an original performance; by offering a sense of surveillance by giving information, e.g. about bands.
- 7 Performance to camera, fast-paced editing, use of setting or location to express meaning.
- 8 Performance and narrative video.
- 9 Hybridity.
- 10 To convey the meaning of the song; to promote the artist online and on music television; to promote social messages that reflect well on the artist; to promote the producer (e.g. as a means of launching a career as a film director).
- 11 Fans of particular artists gain a sense of belonging to a group; audience members can develop a sense of a desired 'outsider' identity by rejecting mainstream pop music; particular pop songs may 'speak' to audience members at times of heightened emotion.
- 12 The top magazines are owned by international publishers, all based in the USA or Germany.
- 13 It owns radio and television stations as well as magazines in order to spread the risk associated with the magazine business.
- 14 Cover price, advertising, sponsored content, product placement, associated activities such as events.
- 15 They offer a quality 'lean back moment', they have aspirational content, they carry high-status advertising, they address a middle-class audience, they have high-quality photography and glossy paper.

- 16 Men.
- 17 It offers personal identity gratifications by addressing fandom, by featuring role models and by reinforcing values; it offers social interaction and integration gratifications by showing companionship and content for real-life conversations; it offers entertainment through humour, eroticism, gossip, free gifts and striking visuals; it offers often detailed information on a wide range of issues, which gives a sense of surveillance.

Questions 4 and 5

- 1 Sans serif.
- 2 Modernity or informality.
- 3 Serif.
- 4 Tradition or formality or authority.
- 5 Multiculturalism, consumerism, celebrity culture, changing attitudes to gender and/or sexualities.
- 6 References to other media products that the audience are expected to recognise.
- 7 A media product that combines a number of different genres.