**Homework due in Friday 1st December**

**COM 1 SEC B - Q3 and Q4 practice**

Approximate time allowed : 45 mins. (25% extra time = 56 mins. 35% extra time = 1 hour)

Plan for 1 minute = 1 mark. So, a 2 mark question should take 2 mins.

**Question 3**

1. Briefly explain how the radio industry is regulated in Britain. [2]
2. Explain the impact of media technologies on audience consumption of radio. Refer to *Woman’s Hour* to support your points. [10]
3. What is a public service broadcaster? [1]

Question 3d – in your answer, you can use knowledge and understanding from across the full Media Studies course. You will be rewarded for drawing together knowledge and understanding of the different areas of the theoretical framework and of relevant media contexts.

1. Explain how some radio programmes challenge the idea that profit is the main purpose of programme making. Refer to *Woman’s Hour* to support your points. [12]

**Question 4**

1. Explain how patterns of consumption can be influenced by media technologies. Refer to *Assassin’s Creed* to support your points. [8]
2. How do games appeal to the different needs of mass and specialised audiences? Refer to *The Assassin’s Creed Franchise* to support your points. [12]