

Paper 1 Section B

35 minutes

Question 3

- a) Who regulates newspapers in the UK? **[1]**
- b) Who owns and publishes the Sun Newspaper? What else is owned by this organisation? **[2]**
- c) What is meant by the term 'commodification'? **[1]**
- d) What challenges has the newspaper industry faced over the last decade and how has it begun to evolve? Use your knowledge of The Sun newspaper to respond. **[12]**

Question 4

- a) Which company produces Pokemon Go? **[1]**
- b) What is the PEGI system used for? **[1]**
- c) Has the Pokemon Go audience begun to evolve from those who were fans of the original iteration of Pokemon? **[4]**
- d) In your opinion, why is Pokemon Go a popular product? You may consider various media theories in your response. **[12]**

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