

UNIVERSITY OF WARWICK  
FINAL EXAMINATIONS: **MOCK PAPER 2011-12**

MEDIA IN FRANCE

Time allowed: 3 hours

---

Candidates doing a 3-hour exam should answer 3 questions.

Students doing a 2-hour exam should answer 2 questions. These must not duplicate material or topics covered in their assessed essay.

Candidates should not draw substantially on the same material in answering questions on this paper and on any other paper they are offering.

READ CAREFULLY THE INSTRUCTIONS ON THE ANSWER BOOK AND MAKE SURE THAT THE PARTICULARS REQUIRED ARE ENTERED ON EACH ANSWER BOOK.

---

1. EITHER:

- a) 'From a time in the early 1950s when television was applied almost timorously *to* politics, it has grown to become an integral part of the environment *within* which political life takes place (SEYMOUR-URE). To what extent, in your view, can such a transformation be traced during de Gaulle's period of office as president of the Fifth Republic?

OR:

- b) Mais c'est au public lui-même, et non seulement à ses cadres, que je veux être lié par les yeux et par les oreilles. Il faut que les Français me voient et m'entendent, que je les entende et les voie' (DE GAULLE). Discuss with reference to de Gaulle's use of electronic media.
- 

2. EITHER:

- a) 'Bourdieu seems to have a very low opinion of the intelligence of the average television viewer in France.' Discuss with reference to *Sur la télévision*.

OR:

- b) 'For Bourdieu, the content of current affairs programmes on television is not primarily the result of conscious choices made by journalists.' Discuss with reference to *Sur la télévision*.
- 

3. EITHER:

- a) 'Les annonceurs désertent peu à peu les journaux. Tout le monde s'en désole et craint pour la survie de la presse écrite. Mais là n'est peut-être pas le pire. Au-delà de la crise de la presse, c'est l'information elle-même qui est en jeu.' [POULET]. Discuss with reference to Bernard Poulet's arguments in *La Fin des journaux et l'avenir de l'information*.

OR:

- b) Assess the impact of freely provided news on traditional news media as discussed by Bernard Poulet in *La Fin des journaux et l'avenir de l'information*.
- 

4. EITHER:

- a) To what extent, in your view, has the French executive been able to act as a primary definer of news agenda since 2007?

OR:

- b) To what extent, in your view, have Sarkozy's policies for the media and his media performances formed part of a coherent overall strategy?
- 

5. EITHER:

- a) 'Olivier Poivre d'Arvor's discussion of American cultural imperialism is closer to caricature than reality'. Discuss with reference to *Bug made in France, ou l'histoire d'une capitulation française*.

OR:

- b) 'The advent of new forms of transnational media will require a fundamental recasting of traditional French cultural policy models'. Discuss with ref to Olivier Poivre d'Arvor's *Bug made in France, ou l'histoire d'une capitulation française*.

---

END