

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
AS GCE
G323/01
MEDIA STUDIES

Key Media Concepts (Radio Drama)

TUESDAY 15 MAY 2012: Afternoon
DURATION: 2 hours
plus your additional time allowance

MODIFIED ENLARGED

Candidates answer on the Question Paper.

OCR SUPPLIED MATERIALS:

16 page Answer Booklet (sent with general stationery)
Radio extract

OTHER MATERIALS REQUIRED:

None

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- **Write your name, centre number and candidate number in the spaces provided on the Answer Booklet. Please write clearly and in capital letters.**
- **Use black ink.**
- **Answer ALL the questions.**
- **Read each question carefully. Make sure you know what you have to do before starting your answer.**
- **After you have listened to the extract you have one and a half hours to answer Section A and Section B.**

INFORMATION FOR CANDIDATES

- **The number of marks is given in brackets [] at the end of each question or part question.**
- **The total number of marks for this paper is 100.**
- **You are advised to divide your time equally between Section A and Section B.**
- **The quality of written communication will be taken into account when assessing your work.**

BLANK PAGE

Answer ALL questions.

Listening to the unheard audio extract

- (a) You will be allowed two minutes to read the question for Section A before the extract is played.**
- (b) The extract will be played FOUR times.**
- (c) FIRST AUDIO EXTRACT: listen to the extract; no notes are to be made this time.**
- (d) SECOND AUDIO EXTRACT: listen to the extract and make notes.**
- (e) There will be a brief break for note-making.**
- (f) THIRD AND FOURTH AUDIO EXTRACT: listen to the extract and make notes.**
- (g) There will be a brief break for note-making after the third and fourth extracts.**
- (h) Your notes for Section A are to be written in the answer booklet provided and must be handed in at the end of the examination. Rule a diagonal line through your notes afterwards.**

Section A: Textual Analysis and Representation (Unheard Audio Extract)

Answer the question below, WITH DETAILED REFERENCE TO SPECIFIC EXAMPLES from the extract only.

Extract: LEGACY, Episode 2. Written by David Bishop, broadcast BBC Radio 7, 12:30am Monday 30th August 2010.

- 1 Discuss the ways in which the extract constructs the representation of GENDER using the following:**

Speech

Music

Sound Effects

Editing

[50 marks]

Section B: Institutions and Audiences

Answer the question below, making detailed reference to examples from your case study material to support the points made in your answer.

- 2 “Cross-media convergence and synergy are vital processes in the successful marketing of media products to audiences.” To what extent do you agree with this statement in relation to your chosen media area?**

Candidates must choose to focus on ONE of the following media areas. You may make reference to other media in your answers.

**Film
Music
Newspapers
Radio
Magazines
Video games**

[50 marks]

BLANK PAGE

Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR 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.