



ADVANCED GCE
MEDIA STUDIES
 Critical Perspectives in Media

G325

Candidates answer on the Answer Booklet

OCR Supplied Materials:

- 16 page Answer Booklet

Other Materials Required:

None

Tuesday 15 June 2010
Morning

Duration: 2 hours



MODIFIED LANGUAGE

INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the spaces provided on the Answer Booklet.
- Use black ink.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer both parts of question 1 from Section A and one from Section B.
- Do **not** write in the bar codes.

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.
- This document consists of **4** pages. Any blank pages are indicated.

Section A: Theoretical Evaluation of Production

You must answer both **1(a)** and **1(b)**.

1 In question **1(a)** you need to write about your work for the Foundation Portfolio **and** Advanced Portfolio units. You may also refer to other media production work you have done.

(a) Describe how you used your research into real media texts for your production work, and describe how you developed your ability to use this research over time. **[25]**

In question **1(b)** you need to choose one of your media productions to write about.

(b) Analyse **one** of your coursework productions in relation to genre. **[25]**

Section A Total [50]

Section B: Contemporary Media Issues

Answer **one** question from Section B.

You **must** refer to at least **two** media areas in your answer. Your answer should include reference to historical, contemporary and future media.

Contemporary Media Regulation

- 2 To what extent is contemporary media regulation more effective or less effective than in previous times? [50]
- 3 Discuss whether media regulation is needed. [50]

Global Media

- 4 Global media has increased. What impact does this have on media production? [50]
- 5 Discuss the positive effects and negative effects of globalisation of the media. [50]

Media and Collective Identity

- 6 Discuss how the identity of one group of people you have studied has been 'mediated'. [50]
- 7 "Media representations are complex, not simple and straightforward". How far do you agree with this statement in relation to the collective group that you have studied? [50]

Media in the Online Age

- 8 "The internet has changed everything for media audiences." Discuss. [50]
- 9 Explain how much both online media and older methods of distribution exist together in 2010. [50]

Postmodern Media

- 10 Why do people describe some media products as 'postmodern'? [50]
- 11 "Postmodern media make it more difficult to see the difference between reality and representation". Discuss this idea with reference to media texts that you have studied. [50]

‘We Media’ and Democracy

12 Assess the claim that ‘the media is becoming more democratic’. **[50]**

13 What is ‘we media’ and how does it affect citizens? **[50]**

Section B Total [50]

Total [100]

**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, is given to all schools that receive assessment material 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.