

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
ADVANCED GCE**

G325

MEDIA STUDIES

Critical Perspectives in Media

TUESDAY 15 JUNE 2010: Morning

DURATION: 2 hours

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the Answer Booklet

OCR SUPPLIED MATERIALS:

16 page Answer Booklet

OTHER MATERIALS REQUIRED:

None

READ INSTRUCTIONS OVERLEAF

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.**

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.**

SECTION A: THEORETICAL EVALUATION OF PRODUCTION

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

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

- 1 (a) Describe the ways in which your production work was informed by research into real media texts and how your ability to use such research for production developed 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.

Whichever question you answer, you **MUST** refer to at least **TWO** media areas in your answer and your answer should include reference to historical, contemporary and future media.

CONTEMPORARY MEDIA REGULATION

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

GLOBAL MEDIA

- 4 What impact does the increase in global media have on media production? [50]
- 5 Discuss the positive and negative effects of globalisation of the media. [50]

MEDIA AND COLLECTIVE IDENTITY

- 6 With reference to any one group of people that you have studied, discuss how their identity 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 “For media audiences, the internet has changed everything.” Discuss. [50]**

- 9 Explain the extent to which online media exist alongside older methods of distribution in 2010. [50]**

POSTMODERN MEDIA

- 10 Why are some media products described as ‘postmodern’? [50]**

- 11 “Postmodern media blur the boundary 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 what difference does it make to citizens? [50]

Section B Total [50]

Total [100]

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