

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
ADVANCED GCE**

G325

MEDIA STUDIES

Critical Perspectives in Media

THURSDAY 16 JUNE 2011: Afternoon

DURATION: 2 hours

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the question paper.

OCR SUPPLIED MATERIALS:

16 page answer booklet (sent with stationery)

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.**
- **Read each question carefully. Make sure 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) Explain how far your understanding of the conventions of existing media influenced the way you created your own media products. Refer to a range of examples in your answer to show how this understanding developed over time. [25]**

In question 1(b) you must write about ONE of your media productions only.

- (b) Analyse ONE of your coursework productions in relation to the concept of audience. [25]**

Section A Total [50]

SECTION B: CONTEMPORARY MEDIA ISSUES

Answer ONE question from Section B.

Whichever question you answer, you MUST refer to examples of 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 are contemporary media regulated adequately? [50]**

- 3 Why is the regulation of media so complex? [50]**

GLOBAL MEDIA

- 4 What is the impact of global media on people's culture? [50]**

- 5 "The media have enabled us to live in a global village." Discuss. [50]**

MEDIA AND COLLECTIVE IDENTITY

- 6 Discuss how one or more groups of people are represented through the media. [50]**

- 7 Explain the role played by the media in the construction of collective identity. [50]**

MEDIA IN THE ONLINE AGE

- 8 “This is the age of the prosumer – where the consumer becomes the producer.” Discuss. [50]**

- 9 Discuss the extent to which the behaviour of media audiences has been transformed by the internet. [50]**

POSTMODERN MEDIA

- 10 How do postmodern media differ from other media?
[50]**

- 11 How far do you accept the idea of postmodern media?
[50]**

'WE MEDIA' AND DEMOCRACY

12 Explain how some features of contemporary media are more democratic than others. [50]

13 As a citizen, to what extent do you feel that the media provide you with a democratic service? [50]

Section B Total [50]

Total [100]

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