

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
A2 GCE
G325/01
MEDIA STUDIES
Critical Perspectives in Media
FRIDAY 5 JUNE 2015: Morning
DURATION: 2 hours
plus your additional time allowance
MODIFIED ENLARGED 24pt**

Candidates answer on the Answer Booklet.

**OCR SUPPLIED MATERIALS:
12 page Answer Booklet (OCR12)
(sent with general 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.

Answer BOTH parts of Question 1 from Section A.

Answer ONE of the questions in Section B.

Read each question carefully and make sure you know what you have to do before starting your answer.

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.

The total marks available for Section A is 50.

The total marks available for Section B is 50.

Quality of written communication will be taken into account in assessing your work.

You are advised to divide your time equally between Section A and Section B.

Any blank pages are indicated.

INSTRUCTION TO EXAMS OFFICER/INVIGILATOR

Do not send this Question Paper for marking; it should be retained in the centre or recycled. Please contact OCR Copyright should you wish to reuse this document.

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 the most significant ways in which your media productions were informed by your understanding of the conventions of real media texts. Refer to a range of examples in your answer to demonstrate how this understanding developed over time. [25]**

In Question 1(b) you must write about ONE of your media coursework productions.

- (b) Apply the concept of narrative to ONE of your coursework productions. [25]**

SECTION B

Contemporary Media Issues

Answer ONE question.

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

Contemporary Media Regulation

- 2 Assess the arguments for the regulation of media in 2015.[50]**
- 3 ‘Some areas of contemporary media require stricter regulation than others.’ Discuss. [50]**

Global Media

- 4 ‘Globalisation has transformed media consumption.’ Discuss. [50]**
- 5 To what extent is contemporary media production driven by global markets? [50]**

Media and Collective Identity

- 6 Analyse the ways in which media representations today construct collective identity, with reference to one or more group(s) of people you have studied. [50]**
- 7 ‘The media do not construct reality, they merely offer a window on the world.’ Discuss this statement with reference to the representation of collective identities. [50]**

Media in the Online Age

- 8 How significant has the internet been to media producers? [50]**
- 9 Evaluate the opportunities and the threats offered to media industries by online distribution. [50]**

Postmodern Media

- 10 What difference does postmodernism make to our media experiences? [50]**
- 11 'Postmodern media challenge the conventions of representation.' Discuss with reference to texts you have studied. [50]**

'We Media' and Democracy

- 12 'The media are vital in safeguarding democracy for citizens.' Discuss. [50]**
- 13 How democratic are contemporary media in your experience? [50]**

END OF QUESTION PAPER

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.

