

Tuesday 15 May 2012 – Afternoon

AS GCE MEDIA STUDIES

G323/01 Key Media Concepts (Radio Drama)

Candidates answer on the Answer Booklet.

OCR supplied materials:

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

Other materials required:

None

Duration: 2 hours



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.
- 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.
- The quality of written communication will be taken into account when assessing your work.
- This document consists of **4** pages. Any blank pages are indicated.

Answer **all** questions.

Listening to the unheard audio extract

- You will be allowed two minutes to read the question for Section A before the extract is played.
- The extract will be played **four** times.
- **First audio extract:** listen to the extract; no notes are to be made this time.
- **Second audio extract:** listen to the extract and make notes.
- There will be a brief break for note-making.
- **Third and fourth audio extract:** listen to the extract and make notes.
- There will be a brief break for note-making after the third and fourth extracts.
- 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]

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