

Friday 15 June 2012 – Morning

A2 GCE MEDIA STUDIES

G325/01 Critical Perspectives in Media

Candidates answer on the Answer Booklet.

OCR supplied materials:

- 16 page Answer Booklet
(sent with general stationery)

Other materials required:

None

Duration: 2 hours



MODIFIED LANGUAGE

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 and **one** question from Section B.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- 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)**.

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

- 1 (a)** Describe a range of creative decisions that you made in post-production. Describe how these decisions made a difference to the final outcomes. In your answer, refer to a range of examples to show how these skills developed over time. **[25]**

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

- (b)** In **one** of your coursework productions: explain how meaning is constructed by the use of media language. **[25]**

Section A Total [50]

Section B: Contemporary Media Issues

Answer **one** question from Section B.

In your answer, you **must** refer to examples from at least **two** media areas. Your answer should include reference to historical, contemporary and future media.

Contemporary Media Regulation

2 “We need stricter media regulation.” Discuss. [50]

3 To what extent is it becoming more difficult to regulate media, and why? [50]

Global Media

4 Discuss the benefits and the problems caused by globalised media. In your answer refer to **either** production **or** distribution. [50]

5 “The effects of global media on identity and culture are exaggerated.” Evaluate this argument. [50]

Media and Collective Identity

6 Analyse the ways in which at least one group of people is ‘mediated’. [50]

7 Discuss the social implications of media in relation to collective identity. You may refer to one group of people or more groups of people in your answer. [50]

Media in the Online Age

8 “The online age has significantly changed consumer behaviour and audience reception, compared with the offline age.” Discuss. [50]

9 Evaluate the ways in which media producers have taken advantage of convergence. [50]

Postmodern Media

10 Assess the arguments for and against postmodernism. In your answer refer to media examples. [50]

11 “Postmodern media break the rules of representation.” Discuss. [50]

‘We Media’ and Democracy

12 Are we the media in 2012? [50]

13 Explain your view of the role of media in a democracy. [50]

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