

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
A2 GCE
G325/01

MEDIA STUDIES
Critical Perspectives in Media

TUESDAY 4 JUNE 2013: Afternoon
DURATION: 2 hours
plus your additional time allowance
MODIFIED ENLARGED

Candidates answer on the Answer Booklet.

OCR SUPPLIED MATERIALS:

16 page Answer Booklet
(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, and ONE question from Section B.**
- **Read each question carefully. 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.**
- **You are advised to divide your time equally between Section A and Section B.**
- **Any blank pages are indicated.**

BLANK PAGE

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 your skills in the creative use of digital technology developed over time. Refer to a range of examples from your media productions in your answer. [25]**

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

- (b) Apply the concept of representation to ONE of your coursework productions. [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 from at least TWO media areas in your answer. You should include reference to historical, contemporary and future media.

CONTEMPORARY MEDIA REGULATION

- 2 “Some media regulatory practices are more effective than others.” Discuss. [50]**
- 3 How far do you accept the view that there is no need for media regulation to be any stricter now than in the past? [50]**

GLOBAL MEDIA

- 4 “Reports of the death of local and national media are greatly exaggerated.” Discuss this view in relation to theories of global media. [50]**
- 5 Assess the claim that media production is now more global than local. [50]**

MEDIA AND COLLECTIVE IDENTITY

- 6 Explain what is meant by ‘collective identity’ and the role of media in its construction. [50]**
- 7 “Media representations are just reflections of reality, not constructions or distortions.” Discuss with reference to one or more group(s) of people. [50]**

MEDIA IN THE ONLINE AGE

- 8 To what extent has online media replaced ‘offline’ media? [50]**
- 9 How far do you agree with the view that the move to online media has been entirely positive for the audience so far? [50]**

POSTMODERN MEDIA

- 10 Provide YOUR definition of postmodern media and support it with examples. [50]**
- 11 To what extent do postmodern media challenge the relationship between text and audience? [50]**

‘WE MEDIA’ AND DEMOCRACY

12 How well do contemporary media serve your democratic rights? [50]

13 Has the theory of ‘We Media’ become a reality? [50]

SECTION B TOTAL [50]

TOTAL [100]

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