

Friday 5 June 2015 – Morning

A2 GCE MEDIA STUDIES

G325/01 Critical Perspectives in Media

Candidates answer on the Answer Booklet.

OCR supplied materials:

 12 page Answer Booklet (OCR12) (sent with general stationery)

Other materials required:

None

Duration: 2 hours



INSTRUCTIONS TO CANDIDATES

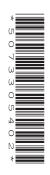
- Write your name, centre number and candidate number in the spaces provided on the Answer Booklet. Please write clearly and in capital letters.
- Use black ink.
- Answer both parts of Question 1 from Section A.
- Answer one of the questions in Section B.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- 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.
- 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.
- This document consists of 4 pages. Any blank pages are indicated.

INSTRUCTION TO EXAMS OFFICER/INVIGILATOR

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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.

(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.

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]

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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

- 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. [5]

[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



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