

Tuesday 15 May 2012 – Afternoon

AS GCE MEDIA STUDIES

G322/01 Key Media Concepts (TV Drama)

Candidates answer on the Answer Booklet.

OCR supplied materials:

- 16 page Answer Booklet (sent with general stationery)
- DVD 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.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- After you have watched the extract you have one and a half hours to answer Section A and Section B.
- Answer **all** the questions.
- 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.

Watching the unseen moving image extract

- You will be allowed two minutes to read the question for Section A before the extract is screened.
- The extract will be screened **four** times.
- **First screening:** watch the extract; no notes are to be made this time.
- **Second screening:** watch the extract and make notes.
- There will be a brief break for note-making.
- **Third and fourth screening:** watch the extract and make notes.
- There will be a brief break for note-making after the third and fourth screenings.
- 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 (Unseen moving image extract)

Answer the question below, **with detailed reference to specific examples** from the extract only.

Extract: **Coming Down the Mountain** (Director: Julie Anne Robinson, 2007)

- 1 Discuss the ways in which the extract constructs the representations of **ability/disability** using the following:
 - Camera shots, angles, movement and composition
 - Editing
 - Sound
 - Mise en scène

[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?

You must choose to focus on **one** of the following media areas. You may also refer to other media in your answer.

- Film
- Music
- Newspapers
- Radio
- Magazines
- Video games

[50 marks]

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