

OCR

Oxford Cambridge and RSA

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.

- 1 (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. **[25]**

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]**

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

6 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. [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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