



ADVANCED GCE
MEDIA STUDIES
Critical Perspectives in Media

G325

Candidates answer on the Answer Booklet

OCR Supplied Materials:

- 16 page Answer Booklet

Other Materials Required:

None

Tuesday 15 June 2010
Morning

Duration: 2 hours



INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the spaces provided on the Answer Booklet.
- Use black ink.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer both parts of question 1 from Section A and one from Section B.
- 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 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)** Describe the ways in which your production work was informed by research into real media texts and how your ability to use such research for production developed over time. **[25]**

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

- (b)** Analyse **one** of your coursework productions in relation to genre. **[25]**

Section A Total [50]

Section B: Contemporary Media Issues

Answer **one** question from Section B.

Whichever question you answer, you **must** refer to at least **two** media areas in your answer and your answer should include reference to historical, contemporary and future media.

Contemporary Media Regulation

- 2 To what extent is contemporary media regulation more or less effective than in previous times? [50]
- 3 Discuss the need for media regulation. [50]

Global Media

- 4 What impact does the increase in global media have on media production? [50]
- 5 Discuss the positive and negative effects of globalisation of the media. [50]

Media and Collective Identity

- 6 With reference to any one group of people that you have studied, discuss how their identity has been 'mediated'. [50]
- 7 "Media representations are complex, not simple and straightforward". How far do you agree with this statement in relation to the collective group that you have studied? [50]

Media in the Online Age

- 8 "For media audiences, the internet has changed everything." Discuss. [50]
- 9 Explain the extent to which online media exist alongside older methods of distribution in 2010. [50]

Postmodern Media

- 10 Why are some media products described as 'postmodern'? [50]
- 11 "Postmodern media blur the boundary between reality and representation". Discuss this idea with reference to media texts that you have studied. [50]

'We Media' and Democracy

12 Assess the claim that the media is becoming more democratic. **[50]**

13 What is 'we media' and what difference does it make to citizens? **[50]**

Section B Total [50]

Total [100]

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