

ADVANCED GCE
MEDIA STUDIES
Critical Perspectives in Media

G325

Candidates answer on the answer booklet.

OCR supplied materials:

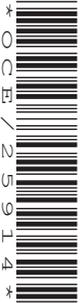
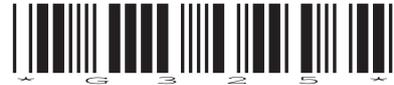
- 16 page answer booklet
(sent with general stationery)

Other materials required:

None

Thursday 27 January 2011
Morning

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.
- 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 how you developed your skills in the use of digital technology for media production and evaluate how these skills contributed to your creative decision making. Refer to a range of examples in your answer to show how these skills developed over time. **[25]**

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

- (b)** Apply theories of narrative 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 of at least **two** media areas in your answer and your answer should include reference to historical, contemporary and future media.

Contemporary Media Regulation

- 2 Evaluate arguments for and against stronger regulation of the media. [50]
- 3 To what extent can the media be regulated in the digital age? [50]

Global Media

- 4 What impact does the increase in global media have on local identity? [50]
- 5 Discuss the idea that the media are becoming increasingly global. [50]

Media and Collective Identity

- 6 Analyse the ways in which the media represent groups of people. [50]
- 7 What is collective identity and how is it mediated? [50]

Media in the Online Age

- 8 "The impact of the internet on the media is exaggerated." Discuss. [50]
- 9 Evaluate the opportunities and the threats offered to media producers by the internet. [50]

Postmodern Media

- 10 Explain how certain kinds of media can be defined as postmodern. [50]
- 11 Discuss why some people are not convinced by the idea of postmodern media. [50]

‘We Media’ and Democracy

- 12 Discuss the meanings of the term ‘we media’. [50]
- 13 “We get the media we deserve.” Discuss, in relation to the role of media in a democracy. [50]

Section B Total [50]**Total [100]****Copyright Information**

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