

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 16 June 2011
Afternoon

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)** Explain how far your understanding of the conventions of existing media influenced the way you created your own media products. Refer to a range of examples in your answer to show how this understanding developed over time. **[25]**

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

- (b)** Analyse **one** of your coursework productions in relation to the concept of audience. **[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 To what extent are contemporary media regulated adequately? [50]

3 Why is the regulation of media so complex? [50]

Global Media

4 What is the impact of global media on people's culture? [50]

5 "The media have enabled us to live in a global village." Discuss. [50]

Media and Collective Identity

6 Discuss how one or more groups of people are represented through the media. [50]

7 Explain the role played by the media in the construction of collective identity. [50]

Media in the Online Age

8 "This is the age of the prosumer – where the consumer becomes the producer." Discuss. [50]

9 Discuss the extent to which the behaviour of media audiences has been transformed by the internet. [50]

Postmodern Media

10 How do postmodern media differ from other media? [50]

11 How far do you accept the idea of postmodern media? [50]

‘We Media’ and Democracy

12 Explain how some features of contemporary media are more democratic than others. **[50]**

13 As a citizen, to what extent do you feel that the media provide you with a democratic service? **[50]**

Section B Total [50]

Total [100]

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