

**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

**Thursday 28 January 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 how you developed research and planning skills for media production and evaluate how these skills contributed to 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 need to choose one of your media productions to write about.

- (b)** Analyse media representation in **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 at least **two** media areas in your answer and your answer should include reference to historical, contemporary and future media.

### Contemporary Media Regulation

- 2 How effectively can contemporary media be regulated? [50]
- 3 How far do changes to the regulation of media reflect broader social changes? [50]

### Global Media

- 4 What impact does the increase in global media have on media audiences? [50]
- 5 To what extent are the media now more global than local or national? [50]

### Media and Collective Identity

- 6 Analyse the ways in which the media represent one group of people that you have studied. [50]
- 7 “The media do not construct collective identity; they merely reflect it”. Discuss. [50]

### Media in the Online Age

- 8 “The impact of the internet on the media is revolutionary”. Discuss. [50]
- 9 Discuss the extent to which the distribution and consumption of media have been transformed by the internet. [50]

### Postmodern Media

- 10 What is meant by ‘postmodern media’? [50]
- 11 Explain why the idea of ‘postmodern media’ might be considered controversial. [50]

**'We Media' and Democracy**

**12** How far can the media in 2010 be considered to be democratic? [50]

**13** Explore the claim that the 'new' media are more democratic than the 'old' media. [50]

**Section B Total [50]**

**Total [100]**

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