

Friday 13 January 2012 – Morning

AS GCE MEDIA STUDIES

G323/01 Key Media Concepts (Radio Drama)

Candidates answer on the Answer Booklet.

OCR supplied materials:

- 16 page Answer Booklet (sent with general stationery)
- Radio extract

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. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- After you have listened to the extract you have one and a half hours to answer Section A and 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.
- The quality of written communication will be taken into account when assessing your work.
- This document consists of **4** pages. Any blank pages are indicated.

Answer **all** questions.

listening to the unheard audio extract

- You will be allowed two minutes to read the question for Section A before the extract is played.
- The extract will be played **four** times.
- **First audio extract:** listen to the extract; no notes are to be made this time.
- **Second audio extract:** listen to the extract and make notes.
- There will be a brief break for note-making.
- **Third and fourth audio extract:** listen to the extract and make notes.
- There will be a brief break for note-making after the third and fourth extracts.
- Your notes for Section A are to be written in the answer booklet provided and must be handed in at the end of the examination. Rule a diagonal line through your notes afterwards.

Section A: Textual Analysis and Representation (Unheard Audio Extract)

Answer the question below, with detailed reference to specific examples from the extract only.

Extract: **Those That Can't: Democracy**, Series 2, Episode 5. Broadcast by BBC Radio Wales, 2:00pm 29th August 2010.

- 1 Discuss the ways in which the extract, **Those That Can't: Democracy**, constructs the representation of **regional identity** using the following:
- Speech
 - Music
 - Sound Effects
 - Editing

[50 marks]

Section B: Institutions and Audiences

Answer the question below, making detailed reference to examples from your case study material to support the points made in your answer.

- 2 To what extent does digital distribution affect the marketing and consumption of media products in the media area you have studied?

Candidates must focus on **one** of the following media areas:

- Film
- Music
- Newspapers
- Radio
- Magazines
- Video games

[50 marks]

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