

**Wednesday 25 January 2012 – Morning**

**A2 GCE MEDIA STUDIES**

**G325/01** Critical Perspectives in Media

Candidates answer on the Answer Booklet.

**OCR supplied materials:**

- 16 page Answer Booklet  
(sent with general stationery)

**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.
- Answer **both** parts of question **1** from Section A, and **one** question from Section B.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- 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 your analysis of the conventions of real media texts informed your own creative media practice. 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)** 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 examples from at least **two** media areas in your answer and your answer should include reference to historical, contemporary and future media.

**Contemporary Media Regulation**

- 2 Explain which forms of media regulation are the most effective, which are not so, and your reasons for both. [50]
- 3 “Media regulation becomes less important as society progresses.” Discuss. [50]

**Global Media**

- 4 What role have the media played in globalisation? [50]
- 5 As the media become more global, who wins and who loses? [50]

**Media and Collective Identity**

- 6 How do media representations influence collective identity? You may refer to one group of people or more in your answer. [50]
- 7 Discuss the different ways in which groups of people are represented by media. You may refer to one group of people or more in your answer. [50]

**Media in the Online Age**

- 8 The online age has led to competing theories of cultural change. Which do you consider the most relevant to the media, and why? [50]
- 9 Evaluate the ways in which media audiences have benefited from online media. [50]

**Postmodern Media**

- 10 “Postmodern media manipulate time and space.” To what extent does this definition apply to texts you have studied? [50]
- 11 Define postmodern media, with examples. [50]

**‘We Media’ and Democracy**

12 “The media are controlled by those in power just as much as ever, despite technological and cultural change.” How far do you agree with this statement? [50]

13 What role do the contemporary media play in safeguarding democracy? [50]

**Section B Total [50]**

**Total [100]**

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