

Monday 13 May 2013 – Morning

AS GCE MEDIA STUDIES

G323/01 Key Media Concepts (Radio Drama)

Candidates answer on the Answer Booklet.

OCR supplied materials:

- 12 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.
- 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.

SECTION A – Textual Analysis and Representation (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; you must not make notes.
- **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.
- You must write your notes for Section A in the answer booklet provided. Rule a diagonal line through your notes when you are finished. You must hand these in at the end of the examination.

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

Extract: **I'm the Boss, written by Karen Brown.**

- 1 Discuss the ways in which the extract constructs the representation of **gender** 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** Evaluate the role of digital technologies in the marketing and consumption of products in the media area you have studied.

You must focus on **one** of the following media areas. You may also refer to other media in your answer.

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

[50 marks]

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