

Tuesday 4 June 2013 – Afternoon

A2 GCE MEDIA STUDIES

G325/01 Critical Perspectives in Media

Candidates answer on the Answer Booklet.

OCR supplied materials:

- 12 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)** Explain how your skills in the creative use of digital technology developed over time. Refer to a range of examples from your media productions in your answer. **[25]**

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

- (b)** Apply the concept of representation to **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. You should include reference to historical, contemporary and future media.

Contemporary Media Regulation

- 2 “Some media regulatory practices are more effective than others.” Discuss. [50]
- 3 How far do you accept the view that there is no need for media regulation to be any stricter now than in the past? [50]

Global Media

- 4 “Reports of the death of local and national media are greatly exaggerated.” Discuss this view in relation to theories of global media. [50]
- 5 Assess the claim that media production is now more global than local. [50]

Media and Collective Identity

- 6 Explain what is meant by ‘collective identity’ and the role of media in its construction. [50]
- 7 “Media representations are just reflections of reality, not constructions or distortions.” Discuss with reference to one or more group(s) of people. [50]

Media in the Online Age

- 8 To what extent has online media replaced ‘offline’ media? [50]
- 9 How far do you agree with the view that the move to online media has been entirely positive for the audience so far? [50]

Postmodern Media

- 10 Provide **your** definition of postmodern media and support it with examples. [50]
- 11 To what extent do postmodern media challenge the relationship between text and audience? [50]

‘We Media’ and Democracy

12 How well do contemporary media serve your democratic rights? [50]

13 Has the theory of ‘We Media’ become a reality? [50]

Section B Total [50]

Total [100]

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