



Tuesday 10 June 2014 – Morning

A2 GCE MEDIA STUDIES

G325/01 Critical Perspectives in Media

Candidates answer on the Answer Booklet.

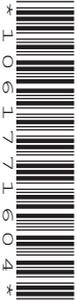
OCR supplied materials:

- 12 page Answer Booklet (OCR12)
(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.
- Answer **one** of the questions in Section B.
- Read each question carefully and 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 for each question is given in brackets [] at the end of each question.
- The total number of marks for this paper is **100**.
- The total marks available for Section A is 50.
- The total marks available for Section B is 50.
- The quality of written communication will be taken into account in assessing your work.
- 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.

INSTRUCTION TO EXAMS OFFICER/INVIGILATOR

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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 the most important post-production decisions you made for your different media productions and explain why these decisions were significant. Refer to a range of examples in your answer to show how your skills in post-production developed over time. **[25]**

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

- (b) Apply the concept of genre to **one** of your coursework productions. **[25]**

Section B: Contemporary Media Issues

Answer **one** question.

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 “We get the media we deserve.” Discuss this statement and its implications for media regulation. [50]
- 3 How well does contemporary media regulation protect the public? [50]

Global Media

- 4 Discuss the impact of global media on culture. [50]
- 5 To what extent are you living in a global media village? [50]

Media and Collective Identity

- 6 Media and collective identity: how does one affect the other? [50]
- 7 “Media simply represent collective identity, they don’t create it.” How far do you agree with this statement? Make reference to one or more group(s) of people in your answer. [50]

Media in the Online Age

- 8 Which theories of online media are the most convincing to you, and why? [50]
- 9 “Online media have not replaced traditional media. They live side by side and depend on each other.” Discuss. [50]

Postmodern Media

- 10 What makes a media text postmodern? Explain, with examples. [50]
- 11 Explain the most important theories of postmodernism and apply them to media texts you have studied. [50]

‘We Media’ and Democracy

- 12 In 2004, Dan Gillmor wrote “We are the media.” Ten years on, how far is this true? [50]
- 13 Discuss the idea that ‘we media’ is good news for democracy. [50]

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