

OCR

Oxford Cambridge and RSA

Monday 4 June 2018 – Morning

A2 GCE MEDIA STUDIES

G325/01 Critical Perspectives in Media

Candidates answer on the Answer Booklet.

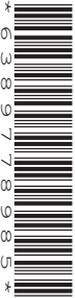
OCR supplied materials:

- 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 barcodes.

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**.
- The total marks available for Section A is 50.
- The total marks available for Section B is 50.
- 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)** Discuss the use of digital technology throughout your media production work. Refer to a range of examples in your answer. **[25]**

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

- (b)** Apply audience theory 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 To what extent do we need new regulations for new media? [50]
- 3 Which forms of contemporary media regulation are the most successful, and which are the least? [50]

Global Media

- 4 Explain which kinds of contemporary media are the most global in their forms of distribution. [50]
- 5 'National media is alive and well.' Evaluate theories of global media against this statement. [50]

Media and Collective Identity

- 6 Assess how our collective identities are affected by media, with reference to group(s) of people you have studied. [50]
- 7 'The media don't just represent reality, they construct it.' Discuss this statement with reference to the representation of collective identities. [50]

Media in the Online Age

- 8 'The internet has changed media beyond recognition.' To what extent do you accept this claim? [50]
- 9 Evaluate the impact of media convergence on contemporary audiences. [50]

Postmodern Media

- 10 To what extent is the concept of postmodern media out of date? [50]
- 11 What are the arguments for and against understanding some forms of media as postmodern? [50]

‘We Media’ and Democracy

- 12 Explain the characteristics of democratic media. [50]
- 13 ‘The average person is still a long way from *we media*.’ Discuss. [50]

END OF QUESTION PAPER

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