

OCR

Oxford Cambridge and RSA

Wednesday 8 June 2016 – 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 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) Explain the importance of research and planning to your media production outcomes and how your skills in this area developed over time. Refer to a range of examples from your media production process in your answer. [25]

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

- (b) Analyse the ways in which **one** of your coursework productions communicates meaning to the audience through media language. [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 Assess the arguments against the regulation of media. [50]

3 'As society changes, the need for media regulation changes.' Discuss. [50]

Global Media

4 What impact does the increase in global media have on media distribution? [50]

5 'For every bold claim about global media, there is local resistance.' Evaluate this view by discussing examples of both global and local media. [50]

Media and Collective Identity

6 How is the identity of one or more group(s) of people affected by media representations? [50]

7 How diverse are the contemporary media representations of one or more group(s) of people you have studied? [50]

Media in the Online Age

8 Assess the changes to media brought about by the internet in recent years. [50]

9 How far do you agree with the view that the move to online media has been damaging for a large number of media producers? [50]

Postmodern Media

10 To what extent are you convinced by the idea of postmodern media? [50]

11 How are representations of reality in postmodern media different from those in traditional media? [50]

‘We Media’ and Democracy

12 What role do contemporary media play in democracy? [50]

13 To what extent are our media becoming more democratic? [50]



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