

**OCR**

Oxford Cambridge and RSA

**Wednesday 7 June 2017 – 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) Assess the effectiveness of the ways in which your research into real media texts led to specific media production outcomes. 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 coursework productions.

- (b) Apply the concept of audience to **one** of your media 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 Discuss which forms of media require the most regulation. [50]
- 3 Contemporary media regulation is put in place to protect people. Discuss. [50]

**Global Media**

- 4 Discuss the extent to which there are winners and losers in the globalisation of media. [50]
- 5 Evaluate the relevance of key theories of global media to your own life. [50]

**Media and Collective Identity**

- 6 'Our ideas about other people are increasingly constructed by media.' Discuss, with reference to one or more group(s) you have studied. [50]
- 7 Evaluate the claim that for society to be fair, all social groups would have to be represented equally in the media. Refer to the media representation of one or more group(s) you have studied. [50]

**Media in the Online Age**

- 8 To what extent is online media now distinct from offline media? Refer to a range of critical perspectives on media in the online age in your explanation. [50]
- 9 Assess the impact of online media on audiences. [50]

**Postmodern Media**

- 10 Compare and contrast key theories of postmodern media in relation to some contemporary examples. [50]
- 11 How would you explain postmodern media to someone who had never heard of the concept? [50]

**‘We Media’ and Democracy**

- 12 Contemporary media – open and democratic or an agent of power and control? Discuss. [50]
- 13 Discuss the characteristics of ‘we media’, with reference to a range of examples. [50]

**END OF QUESTION PAPER**

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