

**Thursday 17 January 2013 – Morning**

**A2 GCE MEDIA STUDIES**

**G325/01** Critical Perspectives in Media

Candidates answer on the Answer Booklet.

**OCR supplied materials:**

- 16 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 research and planning skills developed over time and contributed to your media production outcomes. Refer to a range of examples in your answer. **[25]**

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

- (b)** Analyse **one** of your coursework productions in relation to the concept of narrative. **[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 Explore the arguments against stricter media regulation. [50]

3 Consider the particular challenges to regulation posed by digital media. [50]

**Global Media**

4 “Globalisation has transformed media distribution.” Discuss. [50]

5 In your experience, are we living in a global media world? [50]

**Media and Collective Identity**

6 Analyse the impact of media representation on the collective identity of one or more groups of people. [50]

7 Compare the **different** ways in which one or more groups of people are represented by media. [50]

**Media in the Online Age**

8 How significant has the internet been to media audiences? [50]

9 Discuss the extent to which the internet has transformed media production. [50]

**Postmodern Media**

10 “All contemporary media is postmodern.” Discuss this statement in relation to examples you have studied. [50]

11 Evaluate theories of postmodernism in relation to media. [50]

**'We Media' and Democracy**

**12** To what extent are the media more democratic now than in the past? [50]

**13** How democratic is the relationship between media and citizens in 2013? [50]

**Section B Total [50]**

**Total [100]**

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