

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
A2 GCE**

G325/01

MEDIA STUDIES

Critical Perspectives in Media

WEDNESDAY 8 JUNE 2016: Morning

**DURATION: 2 hours
plus your additional time allowance**

MODIFIED ENLARGED

Candidates answer on the Answer Booklet.

**OCR SUPPLIED MATERIALS:
12 page Answer Booklet (OCR12)
(sent with general stationery)**

**OTHER MATERIALS REQUIRED:
None**

READ INSTRUCTIONS OVERLEAF

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.

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.

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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