

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
A2 GCE
G325/01

MEDIA STUDIES
Critical Perspectives in Media

MONDAY 4 JUNE 2018: 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.

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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