

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
A2 GCE
G325/01

MEDIA STUDIES
Critical Perspectives in Media

TUESDAY 10 JUNE 2014: 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 for each question is given in brackets [] at the end of each 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.

The 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) Describe the most important post-production decisions you made for your different media productions and explain why these decisions were significant. Refer to a range of examples in your answer to show how your skills in post-production developed over time. [25]**

In question 1(b) you must write about ONE of your media coursework productions.

- (b) Apply the concept of genre 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 “We get the media we deserve.” Discuss this statement and its implications for media regulation. [50]**
- 3 How well does contemporary media regulation protect the public? [50]**

GLOBAL MEDIA

- 4 Discuss the impact of global media on culture. [50]**
- 5 To what extent are you living in a global media village? [50]**

MEDIA AND COLLECTIVE IDENTITY

- 6 Media and collective identity: how does one affect the other? [50]**
- 7 “Media simply represent collective identity, they don’t create it.” How far do you agree with this statement? Make reference to one or more group(s) of people in your answer. [50]**

MEDIA IN THE ONLINE AGE

- 8 Which theories of online media are the most convincing to you, and why? [50]**
- 9 “Online media have not replaced traditional media. They live side by side and depend on each other.” Discuss. [50]**

POSTMODERN MEDIA

- 10 What makes a media text postmodern? Explain, with examples. [50]**
- 11 Explain the most important theories of postmodernism and apply them to media texts you have studied. [50]**

‘WE MEDIA’ AND DEMOCRACY

- 12 In 2004, Dan Gillmor wrote “We are the media.”
Ten years on, how far is this true? [50]**
- 13 Discuss the idea that ‘we media’ is good news for
democracy. [50]**



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