

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
A2 GCE

G325/01

MEDIA STUDIES

Critical Perspectives in Media

FRIDAY 15 JUNE 2012: Morning

DURATION: 2 hours

plus your additional time allowance

MODIFIED ENLARGED

Candidates answer on the Answer Booklet.

OCR SUPPLIED MATERIALS:

**16 page Answer Booklet
(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 and ONE question from Section B.**
- **Read each question carefully. 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.**
- **You are advised to divide your time equally between Section A and Section B.**

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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 a range of creative decisions that you made in post-production and how these decisions made a difference to the final outcomes. Refer to a range of examples in your answer to show how these skills developed over time. [25]**

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

- (b) Explain how meaning is constructed by the use of media language in ONE of your coursework productions. [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 and your answer should include reference to historical, contemporary and future media.

CONTEMPORARY MEDIA REGULATION

- 2 “We need stricter media regulation.” Discuss. [50]**
- 3 To what extent is it becoming more difficult to regulate media, and why? [50]**

GLOBAL MEDIA

- 4 Discuss the benefits and the problems caused by globalised media in relation to EITHER production OR distribution. [50]**
- 5 Evaluate the argument that the effects of global media on identity and culture are exaggerated. [50]**

MEDIA AND COLLECTIVE IDENTITY

- 6 Analyse the ways in which at least one group of people is 'mediated'. [50]**
- 7 Discuss the social implications of media in relation to collective identity. You may refer to one group of people or more in your answer. [50]**

MEDIA IN THE ONLINE AGE

- 8 "The online age has significantly changed consumer behaviour and audience reception, compared with the offline age." Discuss. [50]**
- 9 Evaluate the ways in which media producers have taken advantage of convergence. [50]**

POSTMODERN MEDIA

- 10 Assess the arguments for and against postmodernism, in relation to media examples. [50]**
- 11 "Postmodern media break the rules of representation." Discuss. [50]**

‘WE MEDIA’ AND DEMOCRACY

12 Are we the media in 2012? [50]

13 Explain your view of the role of media in a democracy. [50]

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