

Wednesday 5 June 2019 – Morning

A2 GCE MEDIA STUDIES

G325/01 Critical Perspectives in Media

Time allowed: 2 hours



Candidates answer on the Answer Booklet.

OCR supplied materials:

- 12 page Answer Booklet (OCR12)
(sent with general stationery)

Other materials required:

None

INSTRUCTIONS

- 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

- 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.
- This document consists of **4** pages. 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 how specific aspects of research and planning were important to your media production outcomes, and how your skills in the area developed over time. Refer to a range of examples from your media productions in your answer. **[25]**

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

(b) Analyse the way media language communicates meaning to the audience in **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 does the changing nature of media require new forms of regulation? **[50]**

3 Evaluate the arguments for and against stronger regulation of media. **[50]**

Global Media

4 Explain how media production is affected by globalisation. **[50]**

5 'The globalising of media is an unstoppable force.' To what extent do you agree with this statement? **[50]**

Media and Collective Identity

6 Analyse the ways in which one or more group(s) of people you have studied are represented collectively in the media. **[50]**

7 'The media simply represent identity, they don't create it.' How far do you agree with this statement in relation to the representation of one or more group(s) of people? **[50]**

Media in the Online Age

8 'There is no longer any distinction between media and the internet.' To what extent do you agree with this statement? **[50]**

9 Assess the gains and losses for media audiences in the online age. **[50]**

Post-modern Media

10 Analyse, with examples, the key characteristics of post-modern media. **[50]**

11 To what extent do the key theories of post-modernism help us understand contemporary media texts? **[50]**

'We Media' and Democracy

12 To what extent can the media in 2019 be considered to be democratic? [50]

13 "We Media" are never really a genuine alternative to the mainstream.' How far do you agree with this statement? [50]

END OF QUESTION PAPER



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