

OCR

Oxford Cambridge and RSA

Thursday 19 May 2016 – Morning

AS GCE MEDIA STUDIES

G322/01 Key Media Concepts (TV Drama)

Candidates answer on the Answer Booklet.

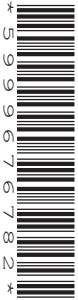
OCR supplied materials:

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

Other materials required:

None

Duration: 2 hours



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.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- After you have watched the extract you have the remainder of the examination to answer Section A and Section B.
- Answer **all** the questions.
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each 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.
- Quality of written communication will be taken into account in assessing your work.
- This document consists of **4** pages. Any blank pages are indicated.

INSTRUCTION TO EXAMS OFFICER/INVIGILATOR

- Do not send this Question Paper for marking; it should be retained in the centre or recycled. Please contact OCR Copyright should you wish to reuse this document.

Answer **all** questions.

SECTION A – Textual Analysis and Representation (Unseen moving image extract)

- You will be allowed **two** minutes to read the question for Section A before the extract is screened.
- The extract will be screened **four** times.
- **First screening:** watch the extract; you must not make notes.
- **Second screening:** watch the extract and make notes.
- There will be a brief break for note-making.
- **Third and fourth screening:** watch the extract and make notes.
- There will be a brief break for note-making after the third and fourth screenings.
- You must write your notes for Section A in the answer booklet provided. Rule a diagonal line through your notes when you are finished. You must hand these in at the end of the examination.

Answer the question below, with detailed reference to specific examples from the extract only.

Extract: **Sherlock**, written by Steven Moffat and directed by Paul McGuigan.
Series 1, Episode 1. First screened 25 July 2010.

- 1 Discuss the ways in which the extract constructs the representation of **gender** using the following:
- Camera shots, angle, movement and composition
 - Editing
 - Sound
 - Mise-en-scène

[50 marks]

SECTION B – Institutions and Audiences

Answer the question below, making detailed reference to examples from your case study material to support the points made in your answer.

- 2 To what extent has the internet played a significant role in the marketing and exchange of media products in the area you have studied?

Candidates must choose to focus on **one** of the following media areas. You may also refer to other media in your answer.

- Film
- Music
- Newspapers
- Radio
- Magazines
- Video games

[50 marks]

END OF QUESTION PAPER

**Copyright Information**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.