

OCR

Oxford Cambridge and RSA

Thursday 18 May 2017 – Morning

AS GCE MEDIA STUDIES

G323/01 Key Media Concepts (Radio Drama)

Candidates answer on the Answer Booklet.

OCR supplied materials:

- 12 page Answer Booklet (OCR12) (sent with general stationery)
- Radio 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.
- Answer **all** the questions.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- After you have listened to the extract you have the remainder of the examination to answer Section A and Section B.
- Do **not** write in the barcodes.

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

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Answer **all** questions.

SECTION A – Textual Analysis and Representation (unheard audio extract)

- You will be allowed **two** minutes to read the question for Section A before the extract is played.
- The extract will be played **four** times.
- **First audio extract:** listen to the extract; no notes are to be made this time.
- **Second audio extract:** listen to the extract and make notes.
- There will be a brief break for note-making.
- **Third and fourth audio extract:** listen to the extract and make notes.
- Your notes for Section A are to be written in the answer booklet provided and must be handed in at the end of the examination. Rule a diagonal line through your notes afterwards.

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

Extract: **The One About the Social Worker** written by Martin Jameson, broadcast on BBC Radio 4, 18 January 2016.

- 1 Discuss the ways in which the extract constructs the representation of **gender** using the following:
- Speech
 - Music
 - Sound Effects
 - Editing
- [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 'Marketing is vital to the success of both established and new media products.' To what extent do you agree with this statement in relation to the media area you have studied?

Candidates must choose to focus on **one** of the following media areas. You may make reference to other media in your answers.

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

[50 marks]

END OF QUESTION PAPER

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