



Oxford Cambridge and RSA

AS Level Media Studies

H009/01 Media today

Wednesday 23 May 2018 – Morning

Time allowed: 2 hours



You must have:

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

INSTRUCTIONS

- Use black ink.
- Complete the boxes on the front of the Answer Booklet.
- Answer **all** the questions.
- Do **not** write in the barcodes.

INFORMATION

- The total mark for this paper is **70**.
- The marks for each question are shown in brackets [].
- Quality of extended response will be assessed in questions marked with an asterisk (*).
- This document consists of **8** pages.

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Answer **all** the questions.

SECTION A

The Media Theoretical Framework

- 1 Explain how economic contexts influence film production. Refer to Disney's *The Jungle Book* (2016) to support your points. **[5]**

- 2 Analyse how the music video *Billie Jean* by Michael Jackson challenges stereotypical representations of ethnicity. **[10]**

- 3 Explain how magazine front covers represent social, cultural and political events. Refer to **Source A** to support your points. **[10]**

Source A – Front cover of *The Big Issue* (issue 1239, 16 January 2017)



SECTION B

Long Form Television Drama

In this question you will be rewarded for drawing together knowledge and understanding from your full course of study, including different areas of the theoretical framework and media contexts.

You should refer to **examples** from the long form television drama you have studied from the list below.

Long Form Television Dramas
<i>Mr Robot</i> : ('eps1.0_hellofriend.mov', season 1, episode 1, June 2015)
<i>House of Cards</i> : ('Chapter 1', season 1, episode 1, January 2013)
<i>Homeland</i> : (season 1, episode 1, October 2011)
<i>Stranger Things</i> : ('The Vanishing of Will Byers', season 1, episode 1, July 2016)

- 4* 'Recognisable stars are a key factor in the success of long form television dramas.'
Discuss how far you agree with this statement in relation to the set episode of the long form television drama you have studied.

In your answer you must:

- consider the codes and conventions of long form television drama
- consider the cultural and economic contexts of long form television drama
- analyse how key actors/ characters are represented in the episode using media language
- refer to relevant academic ideas and arguments in your analysis
- make judgements and draw conclusions about how far you agree with the statement.

[20]

BLANK PAGE

Section C begins on page 6.

SECTION C

News and Online Media

Study **Sources B and C** and then answer questions **5** and **6**.

Source B – Facebook post from @DailyMail (20 July 2017). Emily Maitlis is a presenter on the BBC television show *Newsnight*.

Facebook post by @MailOnline - 'Could Emily Maitlis quit Newsnight over pay snub'. Item removed due to third party copyright restrictions. Link to Daily Mail article: <http://www.dailymail.co.uk/news/article-4715678/Newsnight-presenter-Emily-Maitlis-slams-BBC-pay.html>

Facebook comments on Daily Mail article Facebook Post. Item removed due to third party copyright restrictions.

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The Daily Telegraph

NATIONAL NEWSPAPER OF THE YEAR

BBC male stars face pay cut

◆ Only one woman among corporation's nine highest earners ◆ Broadcaster warned it has three years to 'get its house in order'

By Gordon Rayner, Anita Singh and Christopher Hope

THE BBC's highest-paid male stars must take a wage cut to close the corporation's "shocking" gender salary gap, the Government has warned, amid threats to expose more top earners unless the broadcaster gets its house in order.

Karen Bradley, the Culture Secretary, said publication of a list of 98 stars who earn more than £150,000 a year should have a deflationary effect on the wages of presenters such as Chris Evans, who tops the list on £2.2m.

Women account for just a third of the BBC's big earners, with only one woman in the top nine - *Strictly Come Dancing's* Claudia Winkleman - who is joint-eighth on the list, while Gary Lineker is paid nine times more than fellow sports presenter Clare Balding.

The *Daily Telegraph* has learnt that the Government now wants male stars to be forced to take a pay cut of at least 10 per cent. Ms Bradley said stars should be conscious of "how this looks to the public" and urged licence fee payers to say whether they thought such high salaries were "good value".

The Prime Minister also urged the BBC to close the gender pay gap. Theresa May said the corporation must look at the question of how it paid women and men "for doing the same job".

She told BBC radio: "I think what has happened today is we have seen the way the BBC is paying women less for doing the same job as the men. I want to see women paid equally with men."

Ministers also accused the corporation of raising the pay of up to six women shortly before the deadline for the list, taking them over the £150,000 threshold and altering the imbalance.

The corporation now faces the threat of legal action for potential breach of laws on equal pay.

One leading talent agent said: "I suspect a number of people are consulting lawyers right now. Apart from anything else, there is a pretty good equality act that says it is illegal to pay women less for doing the same job."

A source in the culture department said unless the BBC made "real progress" before its next charter in three years, the Government would consider forcing it to publish the pay of all those earning more than £100,000, dragging in many more star names.

The publication left a host of BBC stars facing embarrassing questions yesterday, sometimes from their own colleagues.

John Humphrys, who earns more than £800,000, was the first of several to say they were prepared to take a cut. Humphrys, who presents *Today* on radio 4 as well as BBC Two's *Mastermind*, admitted he was "not worth luggerne henny" compared with "a doctor who saves a child's life or a fireman who rushes into Grenfell Tower". Sarah Montague, his *Today* co-presenter,

Images of BBC presenters. Item removed due to third party copyright restrictions. Link to online article: <http://www.telegraph.co.uk/news/2017/07/19/bbc-must-make-stars-take-pay-cut-ministers-say-threaten-release/>

does not appear on the list, meaning she earns less than £150,000.

Andrew Marr, who earns £100,000, said his salary had already gone down by £138,000 over the past two years and added that he had turned down bigger deals from commercial rivals.

Jane Garvey of Radio 4's *Woman's Hour*, confronted Eddie Mair, the presenter of *PM* who was listed as earning up to £348,989, and asked if he would also accept a pay cut. Mair did not answer.

Radio presenters who braved phone-ins faced an angry public. One complaining over from Ghanaman told the *Friday Five* show on Radio 2: "I see men from the coal industry buckled up from working all their life, doing hard graft, and have nothing to show for it."

"How can you people justify the amount of money you're earning?"

The Government ordered the BBC to publish the salaries of all stars who earn more than the Prime Minister, Lord Hall, the BBC director-general, and resisted, saying it would stoke wage inflation because it would show commercial rivals what BBC stars get. Lord Grade, one of his predecessors,

INSIDE

Reports Pages 2-5

Alister Heath Page 16

Editorial Comment Page 17

argued that the list would lead to some invidious stars demanding more money.

But their arguments were undermined by employees including Humphrys and Evans, who has previously said "that pay is less".

The BBC's top seven earners are all men: after Evans come Lineker, Graham Norton, Vicky, Humphrys, Huw Edwards and Steve Wright.

While John McEwan is paid up to £200,000 for his punditry at Wimbledon and Alex Jones receives up to £450,000 for presenting *The One Show*, Emily Maitlis of *Newsnight* does not make the list at all. Maitlis's agent, Alex Armitage, said he found it "absolutely - ting astonishing" that she was paid less than some of the other names.

Last night, it was rumoured Maitlis may now quit with sources within the corporation claiming she was currently involved in contract negotiations. That could be the start of an exodus from the BBC over pay disparities. A source told *The Star*: "Emily had showed us the deal with *Newsnight* boss Ian Katz ahead of her publication of the salaries."

"They made her an offer and she did not accept it. As it stands, her future hangs in the balance and if a rival wanted her now is their chance."

One culture department source said the BBC Charter review in 2020 was "the next point" at which it would be expected to show progress. The Government cannot use threats of a reduction in the licence fee as it is fixed until 2022.

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NEWS

Retirement age raised to 68 for 5.8m workers

One in seven workers will have their retirement delayed by a year after the Government said it would increase the state pension age to 68. It will rise over two years from 2037, seven years earlier than planned, meaning 5.8million people will have to work for an extra year. Page 8

NEWS

May: Church should reflect on gay marriage

The Church of England should consider its stance on same-sex couples not being allowed to marry in church, the Prime Minister has said. Theresa May said her father, the Rev Hubert Braister, would have supported church blessings for gay couples, and that the Church should "reflect". Page 9

NEWS

Tuition fees trigger surge in first-class marks

The number of students receiving a first-class degree has surged by nearly 60 per cent since the tripling of tuition fees, raising concerns that universities are "upmarking" in order to improve their ranking. The Government has urged the sector to "do more" to tackle grade inflation. Page 6

WORLD

Horror of Mosul prison after Isis is rooted out

Shocking images emerged from Mosul showing what appears to be more than 100 men and boys, many of whom are emaciated, crammed into a makeshift detention centre. A guard said prisoners had been overwhelmed as Isis fighters were cleared from the last neighbourhoods of the city. Page 15

BUSINESS

BT hires Ofwat chief before watchdog battle

BT has hired the chief executive of Britain's water industry watchdog to lead it into battle with Ofcom, following a series of heavy blows from the regulator. Kathryn Ross, who has run Ofwat for three years, will join the telecoms company to head its regulatory affairs operation. Page 29

SPORT

England women rout Scots in Euro opener

England women's football team got off to a perfect start in their Euro 2017 campaign with a 6-0 victory over Scotland, playing in their first major tournament. Jodie Taylor, the Arsenal striker, scored a hat-trick with Ellen White, Jordan Nobbs and Toni Duggan also adding goals. Sport, page 8

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- 5* Evaluate how **Source B** and **Source C** use elements of media language to convey different values, attitudes and beliefs about the world.

In your answer you must:

- analyse the ways in which media language has been used in **Source B** and **Source C** to convey values, attitudes and beliefs about the world
- refer to relevant contexts and academic ideas and arguments in your analysis
- draw judgements and conclusions in relation to the question.

[15]

- 6 'The newspaper industry must evolve or die.' Explain how newspapers have responded to technological and social changes in order to survive. Refer to the *Daily Mirror* to support your answer.

In your answer you must:

- consider relevant technological and social changes that influence newspaper production, distribution and circulation
- use your knowledge and understanding of relevant academic ideas and arguments
- refer to the *Daily Mirror* as an example of how newspapers have responded to changes in audiences' consumption of news.

[10]

END OF QUESTION PAPER

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Source B: Facebook post from @MailOnline taken on 20 July 2017 regarding BBC gender pay inequality story

Source C: BBC male stars face pay cut, The Daily Telegraph front page 20 July 2017

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