



Oxford Cambridge and RSA

Wednesday 22 May 2019 – Morning

AS Level Media Studies

H009/01 Media today

Time allowed: 2 hours



You must have:

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

INSTRUCTIONS

- Use black ink.
- Answer **all** the questions.
- Write your answers in the Answer Booklet. The question number(s) must be clearly shown.

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 political contexts influence radio production. Refer to *The BBC Radio One Breakfast Show* to support your points. **[5]**

- 2 Analyse how the posters and teaser trailer for *The Jungle Book* (2016) construct representations of reality. **[10]**

- 3 Explain how videogame producers target and address audiences. Refer to *Minecraft* to support your answer. **[10]**

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* 'Recent technological change has created challenges for regulators and producers of long form television drama.' 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 how technological change has affected regulation and production of long form television drama
- analyse how technological change has influenced the key codes and conventions in the set episode you have studied
- refer to relevant academic ideas and arguments in your analysis
- make judgements and draw conclusions about how far you agree with the statement.

[20]

Study Sources A and B and then answer questions 5 and 6.

Source A – Front page of the *Daily Mirror* (07 August 2017)

mirror.co.uk

DAILY FIGHTING FOR YOU
Monday, August 7, 2017 70P

Mirror

ARRESTED
Lukasz Herba

TERROR ORDEAL
British model
Chloe Ayling

Kidnap model:
I feared for my
life every minute

It's back
FOOTBALL PULLOUT INSIDE

SEE PAGES 12&13

FATHER'S SHOCK CLAIM

Brit cops told me there was plot to kill Diana

EXCLUSIVE

FROM ANDY LINES in Lorient, France

THE dad of Diana's death crash driver Henri Paul claims UK police told him she was murdered.

Jean, 85, said: 'Inside Scotland Yard, some believe there was a secret plot to kill Diana.'

FULL STORY: PAGES 4&5



Dad of death crash driver believes his son and princess were murdered

Source B – Front page of the Daily Star (07 August 2017)

DAILY STAR **20p** cheaper than The Sun

Arsenal 1-1 Chelsea
ARSENAL WIN 4-1 AFTER PENS

MONDAY, AUGUST 7, 2017 **DAILYSTAR.CO.UK** JUST 30p



THE FA COMMUNITY SHIELD supported by McDonald's

GUNNERS SPOT ON
SEE STARSPORT



REUNION: Soap fave Dyer Dan back with 'er indoors

DANNY Dyer cuddled up to estranged wife Joanne at their daughter's 21st birthday bash. And the happy pictures of the EastEnders star sparked speculation that the couple have buried the hatchet.

Full story: Page 7



PNEUMONIA: TV Jezza Clarkson in quips on a drip

JEREMY Clarkson last night mocked Grand Tour pal James May from the hospital bed where he is fighting pneumonia. He caught the potentially fatal illness while holidaying in Mallorca and is on a drip.

Full story: Page 3

DAILY STAR PAGE 3 GIRL KIDNAP SEX SLAVE HELL

EXCLUSIVE
A DAILY Star Page 3 girl has told how she feared for her life after she was drugged and kidnapped to be sold as a sex slave. Chloe Ayling believed she faced years being traded around the Middle East – before being fed to tigers.

Full story: Pages 8-9



Picture: JIM BENNETT

DANAN CELEB BIG BRO RACE ROW: PAGES 4-5

- 5* To what extent do the elements of media language used in **Source A** and **Source B** reflect the typical codes and conventions of the tabloid genre?

In your answer you must:

- analyse and compare the ways in which the media language used in **Source A** and **Source B** reflects the codes and conventions of the tabloid genre
- refer to relevant contexts and academic ideas and arguments in your analysis and draw judgements and conclusions in relation to the question.

[15]

- 6 Explain how different newspaper audiences might interpret the same content in different ways. Refer to *The Daily Telegraph* to support your answer.

In your answer you must:

- consider relevant social and political contexts that influence the interpretation of newspaper content
- use your knowledge and understanding of relevant academic ideas and arguments
- refer to *The Daily Telegraph* as an example of how newspapers might be interpreted by different audiences.

[10]

END OF QUESTION PAPER

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Copyright Information

Source A: Front cover, *Daily Mirror*, 7 August 2017. *Brit cops told me there was plot to kill Diana*, *Daily Mirror*, 7 August 2017, www.mirror.co.uk.

Source B: Front cover, *Daily Star*, 7 August 2017. *Daily star page 3 girl kidnap sex slave hell*, *Daily Star*, 7 August 2017, www.dailystar.co.uk.

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