



Oxford Cambridge and RSA

**Wednesday 5 June 2019 – Morning**

**A Level Media Studies**

**H409/01 Media messages**

**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.

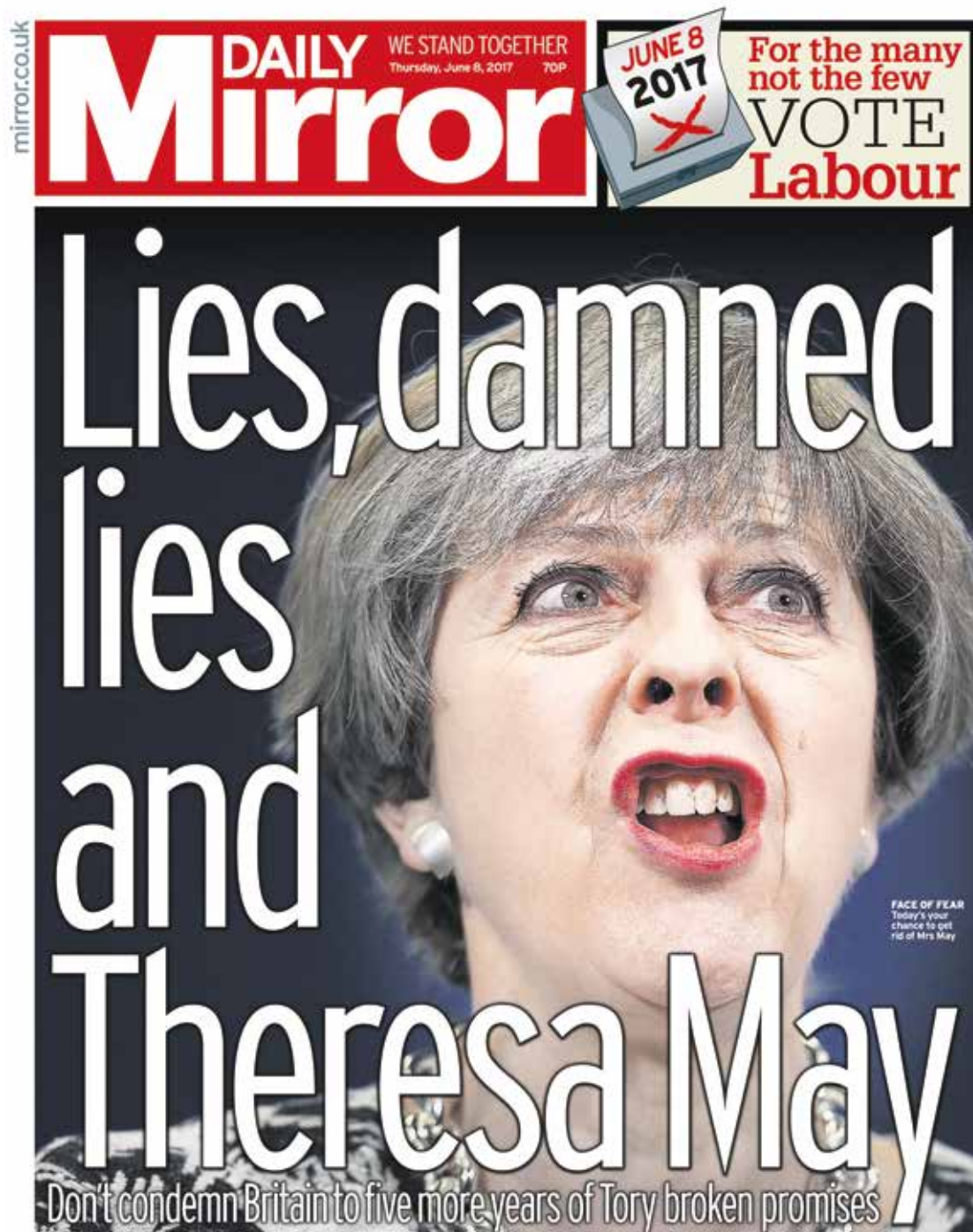
Answer **all** the questions.

## SECTION A

### News

Study Sources **A** and **B** and then answer **all** the questions in Section A.

Source A – front cover of the *Daily Mirror* newspaper, 8 June 2017.



Source B – front cover of the *Daily Mail* newspaper, 8 June 2017.

**Daily Mail**  
THURSDAY, JUNE 8, 2017 www.dailymail.co.uk NEWSPAPER OF THE YEAR 65p

# Your tactical voting guide to boost the Tories and Brexit

PAGES 32-33



## LET'S REIGNITE BRITISH SPIRIT

By Jack Doyle and Jason Groves

**THERESA May issued an eve-of-poll rallying call last night to 'reignite the British spirit'.**

She called on Labour supporters to back the Tories in the national interest and for the country to get behind her over Brexit.

Pledging a nation built on fairness and security, the Prime Minister said she would use the opportunity of leaving the EU to create the greatest meritocracy in the world. And she warned families of a Labour tax bomb-

**Theresa's rallying cry as she warns Corbyn will tax your work, your garden, your home and your inheritance**

shell, saying: 'Jeremy Corbyn will tax you while you work, he'll tax your garden and he'll tax your home when you pass it on to your loved ones.'

Mrs May's patriotic appeal came as:

- Two opinion polls suggested the Conservative campaign had stabilised after a 'wobble', with a large majority in sight;
- The Institute for Fiscal Studies warned Labour would push the tax burden to its highest ever peacetime level and hit families with an average £750 annual bill;
- Cage, the human rights group which called Islamic State killer Jihadi John a beautiful young man, endorsed Mr Corbyn;
- Labour was under fire after activists erected a banner showing Mrs May with Star of David earrings;
- The widow of Ian Gow, the Tory MP murdered by the IRA, broke her silence to warn against Labour;
- Mr Corbyn sidelined Shadow Home Secretary Diane Abbott following a

**Turn to Page 4**

Turn over for Question 1

- 1 Analyse the different social and cultural representations in **Sources A** and **B**.  
Apply Hall's theory of representation in your answer. [10]
- 2\* **Sources A** and **B** cover the same news event from two different tabloid newspapers.
- How far have media conventions been used to construct viewpoints in **Sources A** and **B**?
- In your answer you must:
- outline the conventions of the front pages of tabloid newspapers, including use and style of headlines and images
  - analyse the contrasting use of symbolic, technical and written conventions in the sources
  - make judgements and reach conclusions on the way in which media conventions construct viewpoints and ideologies. [15]
- 3 Explain how economic contexts, including commercial and not-for-profit funding, affect the distribution of newspapers. Refer to *The Guardian* and the *Daily Mail* to support your answer. [10]
- 4 Evaluate the usefulness of **one** of the following theories in understanding audience use of online newspapers such as *The Guardian* and *MailOnline*:
- EITHER**
- Jenkins on participation
- OR**
- Bandura's media effects theory. [10]

## SECTION B

## Media Language and Representation

- 5 Explain how media language in music video incorporates viewpoints and ideologies. Refer to **one** of the music videos you have studied to support your answer.

[10]

You should have studied **two** music videos: **one** from **List A** and **one** from **List B** below.

List A	List B
Corinne Bailey Rae – <i>Stop Where You Are</i>	Radiohead – <i>Burn the Witch</i>
Massive Attack – <i>Unfinished Sympathy</i>	Fatboy Slim – <i>Ya Mama</i>
Emeli Sandé – <i>Heaven</i>	David Guetta – <i>Titanium</i>

Turn over for Question 6



Source C – Simon On The Streets Homelessness Advertisement, 2011.



**SIMON ON THE STREETS**  
*Turning rough, fast around*

Many people want to give cash gifts directly to homeless people at Christmas, but worry that their money could fund a much wider drug or alcohol-related problem. We provided a much more effective way to give.

QR codes were printed on cardboard and placed alongside blankets, shopping bags and empty drinks bottles - things normally associated with a homeless person.

Linking directly to a JustGiving page, we enabled the public to donate directly to Simon on the Streets: a homeless charity that supports men and women who are sleeping rough on our streets.

**Source C** is a poster advertising the homelessness charity Simon On The Streets. Simon On The Streets provides emotional and practical support for people who are homeless and rootless, especially those with issues related to rough sleeping.

The poster features a QR code, which is a type of barcode that can be scanned by a mobile phone and will take the user straight to the charity's JustGiving web page so they can donate money online.

- 6** Analyse how the Simon On The Streets advertisement (**Source C**) conveys values, attitudes and beliefs about homelessness.

In your answer you must:

- consider how media representations convey values, attitudes and beliefs in **Source C**
  - make judgements and reach conclusions on how audiences may respond to and interpret these media representations.
- [15]**

**END OF QUESTION PAPER**

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Source B: Front cover, *Daily Mail*, 8 June 2017. *Let's reignite British Spirit*, *Daily Mail*, 8 June 2017, [www.dailymail.co.uk](http://www.dailymail.co.uk) © Associated Newspaper.

Source C: Simon On The Streets Homelessness Advertisement, 2011 © Simon on the Streets, [www.simononthestreets.co.uk](http://www.simononthestreets.co.uk).

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