OCR
Oxford Cambridge and RSA

Thursday 13 June 2019 – Afternoon

A Level Media Studies

H409/02 Evolving media

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 **4** pages.

Turn over

Answer **all** the questions.

SECTION A

Media Industries and Audiences

1 Explain how changes in production **and/or** distribution methods have affected the film industry. Refer to Disney's 1967 **and** 2016 versions of *The Jungle Book* to support your answer.

In your answer you must consider how historical and economic contexts influence the production **and/or** distribution of mainstream films. **[15]**

2 Explain how popular music radio programmes target, reach and maintain a variety of audiences. Refer to *The BBC Radio One Breakfast Show* to support your answer. **[15]**

3

SECTION B

Long Form Television Drama

In **question 3**, 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 have studied **two** long form television dramas: **one** from **List A** and **one** from **List B** below.

Your answer should make reference to **both** long form television dramas you have studied: **one** from **List A** and **one** from **List B**.

List A	List B
Mr Robot (Season 1, Episode 1, June 2015)	*The Killing / Forbrydelsen* (Season 1, Episode 1, October 2007)
House of Cards (Season 1, Episode 1, January 2013)	*Borgen* (Season 1, Episode 1, October 2010)
Homeland (Season 1, Episode 1, October 2011)	*Trapped* (Season 1, Episode 1, December 2015)
Stranger Things (Season 1, Episode 1, July 2016)	*Deutschland 83* (Season 1, Episode 1, October 2015)

3* 'The differences in the codes and conventions of long form television dramas reflect the different values, attitudes and beliefs of the audiences that consume them.' How far do you agree with this statement?

In your answer you must:
- consider the contexts in which long form television dramas are produced and consumed
- explain how media contexts may have influenced the codes and conventions in the set episodes of the two long form television dramas you have studied
- refer to relevant academic ideas and arguments
- make judgements and reach conclusions about the reasons for the differences in the codes and conventions between the two episodes. **[30]**

4 Evaluate the usefulness of **one** of the following theories in understanding long form television drama:

EITHER
- Hesmondhalgh's theories about cultural industries

OR
- Butler's theories about gender performativity. **[10]**

END OF QUESTION PAPER

OCR

Oxford Cambridge and RSA