

Modified Enlarged 24pt
OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Thursday 13 June 2019 – Afternoon

A Level Media Studies

H409/02 Evolving media

Time allowed: 2 hours
plus your additional time allowance

YOU MUST HAVE:
the OCR 12-page Answer Booklet
(OCR12 sent with general stationery)

READ INSTRUCTIONS OVERLEAF



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 (*).

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]**

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



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