



Oxford Cambridge and RSA

Friday 09 October 2020 – Afternoon

A Level Media Studies

H409/02 Evolving media

Time allowed: 2 hours



You must have:

- the OCR 12-page Answer Booklet

INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the Answer Booklet. The question number must be clearly shown.
- Fill in the boxes on the front of the Answer Booklet.
- Answer **all** the questions.

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 has **4** pages.

ADVICE

- Read each question carefully before you start your answer.

Answer **all** the questions.

SECTION A

Media Industries and Audiences

1 Explain how public service broadcast radio shows can use audience data to influence their content. Refer to *The BBC Radio 1 Breakfast Show* to support your answer.

In your answer you must consider how economic, political and cultural contexts influence the content of radio shows. **[15]**

2 Explain how the arrival of digitally convergent media platforms has impacted on film producers. Refer to Disney and its 1967 **and** 2016 versions of *The Jungle Book* 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
<i>Mr Robot</i> (Season 1, Episode 1, June 2015)	<i>The Killing / Forbrydelsen</i> (Season 1, Episode 1, October 2007)
<i>House of Cards</i> (Season 1, Episode 1, January 2013)	<i>Borgen</i> (Season 1, Episode 1, October 2010)
<i>Homeland</i> (Season 1, Episode 1, October 2011)	<i>Trapped</i> (Season 1, Episode 1, December 2015)
<i>Stranger Things</i> (Season 1, Episode 1, July 2016)	<i>Deutschland 83</i> (Season 1, Episode 1, October 2015)

3* ‘Long form television dramas lack originality; no matter which country they are made in, they all use intertextuality in the same way.’

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 use of intertextuality 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 reasons for similarities or differences in the use of intertextuality between the two episodes. **[30]**

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

EITHER

- Curran and Seaton’s theories about power and media industries

OR

- Livingstone and Lunt’s theories about regulation. **[10]**

END OF QUESTION PAPER



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