

Modified Enlarged 24pt
OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Wednesday 3 June 2020 – Afternoon

A Level Media Studies

H409/01 Media messages

Time allowed: 2 hours
plus your additional time allowance

YOU MUST HAVE:
the Resource Booklet (with this
document)
the OCR 12-page Answer Booklet

READ INSTRUCTIONS OVERLEAF



INSTRUCTIONS

Use black ink.

Write your answer to each question in the Answer Booklet. The question numbers 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 (*).

ADVICE

Read each question carefully before you start your answer.

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Answer ALL the questions.

SECTION A

News

Study Sources A and B in the Resource Booklet.

The main story in both sources is about a group of immigrants who arrived in the UK in the 1950s from the Caribbean. They are known as the ‘Windrush generation’. The migrants were led to believe that they had been given UK citizenship at the time. In 2010, after the election of a new government, which was more hostile to immigrants, many of the Windrush migrants were deported (sent back to the Caribbean). The backlash from this led to the resignation of the Home Secretary at the time, Amber Rudd.

**1 Analyse the different social representations in SOURCE A and SOURCE B.
Apply Gilroy's theory of representation in your answer. [10]**

2* SOURCE A and SOURCE B cover the same news event from two different newspapers, one print and one online.

How far do the sources challenge the genre conventions of print and online newspapers?

In your answer you must:

explain the genre conventions of print and online newspapers

analyse the use of genre conventions in the sources

make judgements and reach conclusions about how far the sources challenge genre conventions. [15]

- 3 Explain how political contexts influence individual producers within the newspaper industry. Refer to 'The Guardian' and the 'Daily Mail' to support your answer. [10]**
- 4 Evaluate the effectiveness of ONE of the following theories in understanding how cultural and historical circumstances can affect audience interpretations of news stories:**

EITHER

Hall's Reception theory

OR

Bandura's Media Effects theory. [10]

SECTION B

Media Language and Representation

- 5 Explain how and why stereotypes are used in music videos. 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 – ‘Stop Where You Are’	Radiohead – ‘Burn the Witch’
Massive Attack – ‘Unfinished Sympathy’	Fatboy Slim – ‘Ya Mama’
Emeli Sandé – ‘Heaven’	David Guetta – ‘Titanium’

The images in SOURCE C refer to social and political stories/figures from 2018. These include:

US President Donald Trump superimposed on the Twitter icon (Trump was 18 months into his Presidency and was a famous user of the social network)

a UK passport with a beret on (it was revealed that a French firm would be producing UK passports)

Russian President Vladimir Putin riding a unicorn (Putin was well-known for posting shirtless pictures of himself, and Russia, under Putin, is firmly anti-LGBTQ+)

two missiles with the North Korean symbol (North Korea had just claimed to have developed nuclear weapons).

Many of the other images have more general connotations.

6 Analyse how effectively SOURCE C uses the combination of elements of media language to communicate multiple meanings.

In your answer you must:

analyse how media language is used in the source

make judgements and draw conclusions on how effectively SOURCE C uses the combination of elements of media language to communicate multiple meanings. [15]

END OF QUESTION PAPER

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Copyright Information

Source A: Front cover of *The Daily Telegraph* newspaper, 17 April 2018, Telegraph Media Group, 111 Buckingham Palace Road, London, SW1W 0DT

Source B: <https://www.theguardian.com/uk-news/2018/apr/17/uk-still-uncertain-about-windrush-era-deportations>, 17 April 2018, Guardian Media Group, The Guardian, Kings Place, 90 York Way, London, N1 9GU, United Kingdom

Source C: *The Big Issue* (No. 1300, March 26-April 1 2018), The Big Issue, 113-115 Fonthill Road, Finsbury Park, London, N4 3HH

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