

Modified Enlarged 18pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Thursday 11 June 2020 – 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**

READ INSTRUCTIONS OVERLEAF



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 (*).

ADVICE

Read each question carefully before you start your answer.

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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
‘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* '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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