



Oxford Cambridge and RSA

Tuesday 5 October 2021 – Morning

A Level Media Studies

H409/01 Media messages

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 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 (*).
- This document has **8** pages.

ADVICE

- Read each question carefully before you start your answer.

Answer **all** the questions.

SECTION A

News

Study **Source A** and **Source B** and then answer **all** the questions in Section A.

Source A – *The Sun* website, 4 June 2019.

Item removed due to third party copyright restrictions. Link to material: www.thesun.co.uk/news/9222515/change-uk-loses-more-than-half-its-mps-after-pro-eu-party-flops-in-polls-and-tears-itself-apart

Source B – *The Guardian* website, 4 June 2019.

Change UK loses six of its 11 MPs after dire EU elections result

Fledgling party to be led by Anna Soubry after departure of Heidi Allen and Chuka Umunna



▲ Chuka Umunna at a rally in Manchester before the European elections, in which Change UK won no seats.
Photograph: Paul Ellis/AFP/Getty Images

Six of Change UK's 11 MPs, including its spokesman, [Chuka Umunna](#), and interim leader Heidi Allen, have abandoned the fledgling party after its dire performance at the European elections.

Change UK announced that it now had just five MPs, who will be led by the former Conservative business minister and anti-Brexit campaigner Anna Soubry.

The others remaining are the former Labour MPs Mike Gapes, Chris Leslie, Joan Ryan and Ann Coffey. In their statement, they said they would embark on a "nationwide programme of deliberative democracy", across the UK.

"Change UK doesn't just belong to MPs. It belongs to the country and those looking for a sense of hope and leadership to genuinely change our politics," the five said in a statement.

"We are in it for the long haul," Leslie said. "It was never going to be easy to challenge the established parties. Of course there's a whole treacle of cynicism that gets poured on people who try to do something different."

He said the MPs had agreed that Soubry, who has been a leading figure in the People's Vote campaign was "absolutely the clearest voice" in the "Brexit maelstrom" - and that they did not want to waste crucial weeks selecting a leader, like the Conservative party.

Soubry said she was "deeply disappointed" that colleagues had resigned. "Now is not the time to walk away, but instead to roll up our sleeves and stand up for the sensible mainstream centre ground which is unrepresented in British politics today," she said.

Several of the MPs who have quit the party are believed to be considering defecting to the resurgent [Liberal Democrats](#), although they issued a statement saying that they would initially sit as a group of independents.

Allen and Umunna have both been [advocating closer cooperation](#) with Vince Cable's party. Some of their erstwhile colleagues suspect they may have been offered plum seats, or the backing of Lib Dem activists in their existing constituency, if they defect.

The story is about the collapse of a new political party, Change UK (formerly known as The Independent Group). The party was set up by MPs from both Labour and the Conservative parties in March of 2019. The party was mainly focused on challenging the result of the Brexit referendum, but also demonstrated the frustration of some MPs with the way that the Labour Party seemed to have swung more to the left (under Jeremy Corbyn) whilst the Conservative Party had moved more to the right as a result of Brexit. The party was eventually dissolved in December 2019 (after again changing its name to The Independent Group for Change).

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Turn over for Question 1

1 Analyse the media language used in **Source A** and **Source B** in relation to political contexts. Apply Levi-Strauss' idea of 'binary opposition' in your answer. **[10]**

2* **Source A** and **Source B** cover the same news event from two different newspaper websites, one tabloid and the other broadsheet.

How far do the sources construct versions of reality?

In your answer you must:

- explain how news websites, through re-presentation, construct versions of reality
- analyse the representations in the sources
- make judgements and reach conclusions about how far the sources construct versions of reality.

[15]

3 Explain how cultural contexts influence the ways audiences interact with print and/or online news. 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 newspapers are produced:

EITHER

- Curran and Seaton on power and media industries

OR

- Hesmondhalgh on cultural industries.

[10]

SECTION B

Media Language and Representation

Source C – Lucozade advert “I Believe” (2013).

Item removed due to third party copyright restrictions. Link to material: www.facebook.com/LucozadeSport/photos/a.576437212371301.149800.576388689042820/720272364654451/?type=3&theater

5 Explain how adverts can communicate multiple meanings.

Refer to **Source C** (Lucozade advert “I Believe”) to support your answer.

[10]

Source D – front cover of *The Big Issue*, 29 May 2017.



Source D imitates The Beatles' iconic *Sgt. Pepper's Lonely Hearts Club Band* (1967) album cover. It shows a range of *Big Issue* vendors (identified by their red jackets), as well as several well-known fictional characters (including Benedict Cumberbatch as Sherlock, Roger Moore as James Bond and Mark Hamill as Luke Skywalker) and social and cultural icons (including the 14th Dalai Lama, Pope Francis, Paul McCartney and Bob Dylan). The cover line is a reference to a well-known track from the album ("With a Little Help from My Friends").

6 Analyse how effective the front cover of *The Big Issue* in **Source D** is in creating representations of issues, individuals and social groups, which are alternative to the commercial mainstream.

In your answer you must:

- analyse the representations in the source in relation to the impact of industry contexts on the choices media producers make about how to represent issues, individuals and social groups
- make judgements and draw conclusions on the effectiveness of these representations. [15]

END OF QUESTION PAPER



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Source A <https://www.thesun.co.uk/news/9222515/change-uk-loses-more-than-hal-its-mps-a-ter-pro-eu-party-lops-in-polls-and-tears-itsel-apart/>
The Sun website 4 June 2019 News UK 1 London Bridge Street London SE1 9GF

Source B <https://www.theguardian.com/politics/2019/jun/04/change-uk-poised-to-lose-at-least-hal-its-mps-heidi-allen-chuka-umunna-lib-dems>
The Guardian website 4 June 2019 Guardian Media Group The Guardian Kings Place 90 York Way London N1 9GU United Kingdom

Source C Lucozade advert 'Believe' (2013)

Source D *The Big Issue* (No 1258 May 29–June 4 2018) The Big Issue 113–115 Fonthill Road Finsbury Park London N4 3HH

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