

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Wednesday 22 May 2019 – Morning

AS Level Media Studies

H009/01 Media today

**Time allowed: 2 hours
plus your additional time allowance**

YOU MUST HAVE:

**the OCR 12-page Answer Booklet
(OCR12 sent with general stationery)
Insert for Sources A and B**

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

The Media Theoretical Framework

- 1 Explain how political contexts influence radio production. Refer to 'The BBC Radio One Breakfast Show' to support your points. [5]**

- 2 Analyse how the posters and teaser trailer for 'The Jungle Book' (2016) construct representations of reality. [10]**

- 3 Explain how videogame producers target and address audiences. Refer to 'Minecraft' to support your answer. [10]**

SECTION B

Long Form Television Drama

In this question 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 refer to EXAMPLES from the long form television drama you have studied from the list below.

Long Form Television Dramas
‘Mr Robot’: (‘eps1.0_hellofriend.mov’, season 1, episode 1, June 2015)
‘House of Cards’: (‘Chapter 1’, season 1, episode 1, January 2013)
‘Homeland’: (season 1, episode 1, October 2011)
‘Stranger Things’: (‘The Vanishing of Will Byers’, season 1, episode 1, July 2016)

- 4* 'Recent technological change has created challenges for regulators and producers of long form television drama.' Discuss how far you agree with this statement in relation to the set episode of the long form television drama you have studied.**

In your answer you must:

consider how technological change has affected regulation and production of long form television drama

analyse how technological change has influenced the key codes and conventions in the set episode you have studied

refer to relevant academic ideas and arguments in your analysis

make judgements and draw conclusions about how far you agree with the statement. [20]

SECTION C

News and Online Media

Study SOURCES A and B in the insert and then answer questions 5 and 6.

- 5* To what extent do the elements of media language used in SOURCE A and SOURCE B reflect the typical codes and conventions of the tabloid genre?**

In your answer you must:

analyse and compare the ways in which the media language used in SOURCE A and SOURCE B reflects the codes and conventions of the tabloid genre

refer to relevant contexts and academic ideas and arguments in your analysis and draw judgements and conclusions in relation to the question. [15]

- 6 Explain how different newspaper audiences might interpret the same content in different ways. Refer to 'The Daily Telegraph' to support your answer.**

In your answer you must:

consider relevant social and political contexts that influence the interpretation of newspaper content

use your knowledge and understanding of relevant academic ideas and arguments

refer to 'The Daily Telegraph' as an example of how newspapers might be interpreted by different audiences. [10]

END OF QUESTION PAPER



Oxford Cambridge and RSA

Copyright Information

Source A: Front cover, *Daily Mirror*, 7 August 2017. *Brit cops told me there was plot to kill Diana*, *Daily Mirror*, 7 August 2017, www.mirror.co.uk.

Source B: Front cover, *Daily Star*, 7 August 2017. *Daily star page 3 girl kidnap sex slave hell*, *Daily Star*, 7 August 2017, www.dailystar.co.uk.

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