



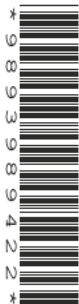
Oxford Cambridge and RSA

Monday 22 May 2023 – Afternoon

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.

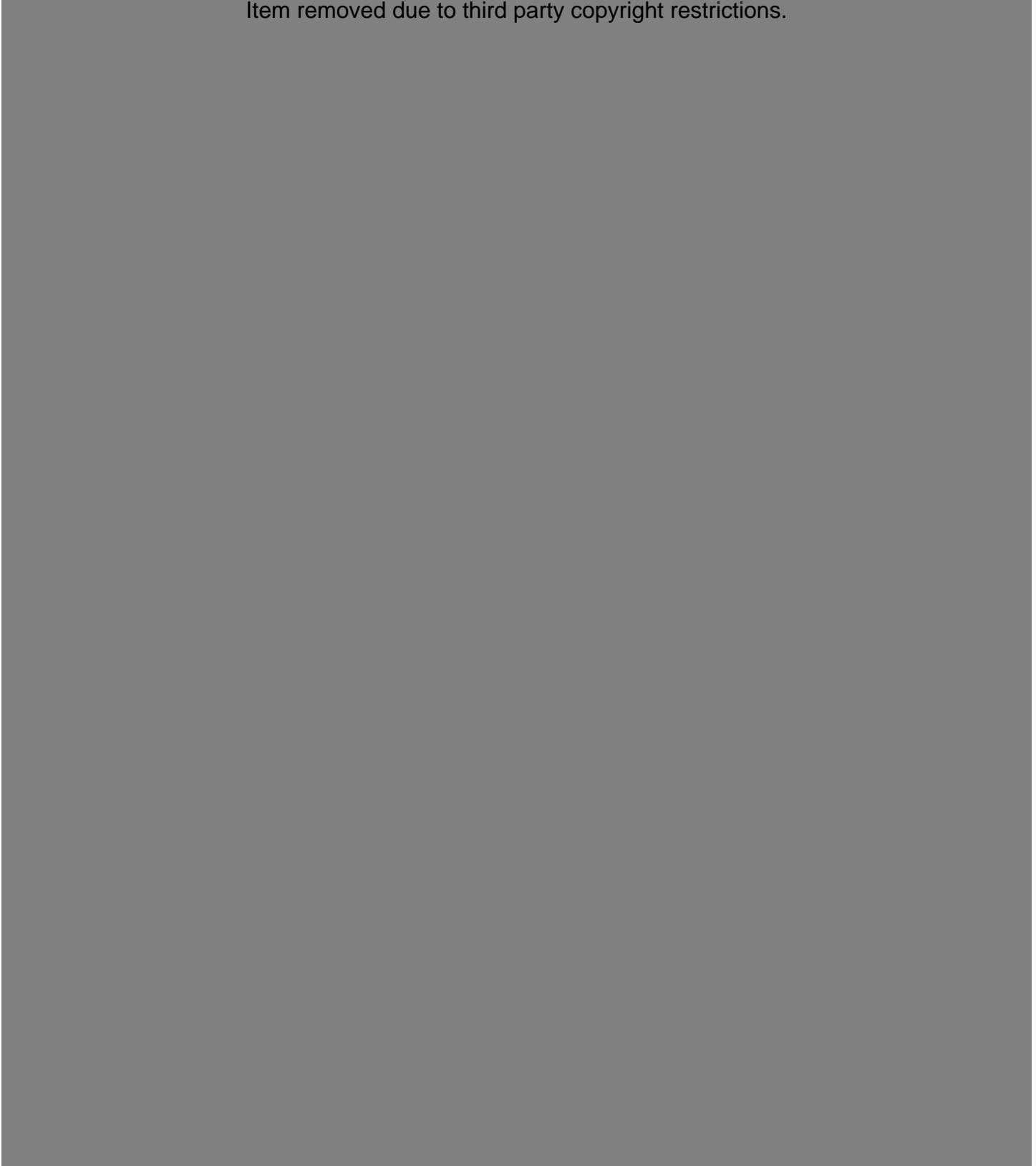
Section A

News

Study Sources **A** and **B**.

Source A – *Daily Mirror* Facebook feed, 2 June 2021

Item removed due to third party copyright restrictions.



Source B – *Daily Express* Facebook feed, 3 June 2021

Item removed due to third party copyright restrictions.

The sources are about the resignation of Sir Kevan Collins. He is an education expert who the Government put in charge of helping school pupils 'catch-up' with their education after the Covid lockdowns in 2020–2021.

Collins said it would cost £14 billion and the school day would need to be lengthened. He was only offered £1.4 billion and no change to the length of the school day. Collins resigned as a result of this.

The sources also refer to Boris Johnson, the Prime Minister at the time.

The *Daily Mirror* is a left-wing tabloid. The *Daily Express* is a right-wing tabloid.

Turn over for Question 1

1 Analyse the media language used in **Source A** and **Source B** in relation to political contexts. Apply Barthes' theory of semiotics in your answer. [10]

2* **Source A** and **Source B** cover the same news event from two different online news sources.

How far do the responses to and interpretations of the media representations used in the sources reflect social, cultural and historical circumstances?

In your answer you must:

- explain how media representations in news sources reflect social, cultural and historical circumstances
 - analyse the responses to and interpretations of the media representations used in the sources
 - make judgements and reach conclusions about how far the responses to and interpretations of these media representations reflect social, cultural and historical circumstances.
- [15]

3 Explain how historical contexts influence the ways newspapers target, reach and address audiences. 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 regulated in the UK.

EITHER

- Curran and Seaton on Power and Media Industries

OR

- Hesmondhalgh on Cultural Industries [10]

Section B

Media Language and Representation

5 Explain how the combination of elements of media language influences meaning 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 – <i>Stop Where You Are</i>	Radiohead – <i>Burn the Witch</i>
Massive Attack – <i>Unfinished Sympathy</i>	Fatboy Slim – <i>Ya Mama</i>
Emeli Sandé – <i>Heaven</i>	David Guetta – <i>Titanium</i>

Turn over for Question 6

Source C – advertising campaign by Shelter (August 2011)

© Amplify 'Shelter advertising campaign'. www.thedrum.com. Item removed due to third party copyright restrictions. Link to material: <https://www.thedrum.com/news/2011/08/24/shelter-launches-new-advertising-campaign-amplify-drive-people-look-for-advice-earlier>



Source D – digital advertising campaign by Crisis (2020)

Adverts were posted on a range of social media and digital platforms including Facebook, Twitter, Outbrain and Spotify.

Crisis advertising campaign created by upriseUP and Catalyst (<https://www.thirdsector.co.uk/business-charity-awards-marketing-partnership-year-%E2%80%93-uprise-catalyst-crisis/communications/article/1716003>) Item removed due to third party copyright restrictions.

- 6 Analyse how effective the representations in **Source C** and **Source D** are in making claims about realism.

In your answer you must:

- analyse the representations in **Source C** and **Source D** in relation to claims about realism
- make judgements and draw conclusions on the effectiveness of these representations.

[15]

END OF QUESTION PAPER

OCR
Oxford Cambridge and RSA

Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper to avoid the issue of disclosure of answer-related information to candidates. All copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet, which is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material. OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the OCR Copyright Team, The Triangle Building, Shaftesbury Road, Cambridge CB2 8EA.

OCR is part of Cambridge University Press & Assessment, which is itself a department of the University of Cambridge.