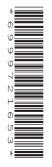


AS Level Media Studies H009/01 Media today

Wednesday 23 May 2018 – Morning Time allowed: 2 hours



You must have:

• the OCR 12-page Answer Booklet (OCR12 sent with general stationery)

INSTRUCTIONS

- · Use black ink.
- Complete the boxes on the front of the Answer Booklet.
- Answer **all** the questions.
- Do **not** write in the barcodes.

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 consists of 8 pages.

2

Answer **all** the questions.

SECTION A

The Media Theoretical Framework

- 1 Explain how economic contexts influence film production. Refer to Disney's *The Jungle Book* (2016) to support your points. [5]
- 2 Analyse how the music video *Billie Jean* by Michael Jackson challenges stereotypical representations of ethnicity. [10]
- 3 Explain how magazine front covers represent social, cultural and political events.
 Refer to Source A to support your points. [10]



3

Source A – Front cover of The Big Issue (issue 1239, 16 January 2017)

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* 'Recognisable stars are a key factor in the success of long form television dramas.' 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 the codes and conventions of long form television drama
- consider the cultural and economic contexts of long form television drama
- analyse how key actors/ characters are represented in the episode using media language
- refer to relevant academic ideas and arguments in your analysis
- make judgements and draw conclusions about how far you agree with the statement.

[20]

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5

Section C begins on page 6.

SECTION C

News and Online Media

Study **Sources B and C** and then answer questions **5** and **6**.

Source B – Facebook post from @DailyMail (20 July 2017). Emily Maitlis is a presenter on the BBC television show *Newsnight*.

Facebook post by @MailOnline - 'Could Emily Maitlis quit Newsnight over pay snub'. Item removed due to third party copyright restrictions. Link to Daily Mail article: http://www.dailymail.co.uk/news/article-4715678/ Newsnight-presenter-Emily-Maitlis-slams-BBC-pay.html

Facebook comments on Daily Mail article Facebook Post. Item removed due to third party copyright restrictions.

Source C – Front page of The Daily Telegraph (20 July 2017)



NEWS BRIEFIN	G	NEWS	NEWS	NEWS Tuition fees	MATT	WORLD Horror of Mosul	BUSINESS BT hires Ofwat	SPORT
Puzzles	18	Retirement age raised to 68 for	May: Church should reflect on	trigger surge in		prison after Isil	chief before	England women rout Scots in
Obituaries	27	5.8m workers	gay marriage	first-class marks	880	is rooted out	watchdog battle	Euro opener
FV listings	35	One in seven workers will have their retirement	The Church of England should consider its stance	The number of students receiving a first-class degree		Shocking images emerged from Mosul showing what	BT has hired the chief executive of Britain's water	England women's football team got off to a perfect
Weather	36	delayed by a year after the Government said it would	on same-sex couples not being allowed to marry in	has surged by nearly 60 per cent since the tripling of		appears to be more than 100 men and boys, many of	industry watchdog to lead it into battle with Ofcom.	start in their Euro 2017 campaign with a 6-0 victory
ISSN-0307-1235		increase the state pension age to 68. It will rise over	church, the Prime Minister has said. Theresa May said	tuition fees, raising concerns that universities		whom are emaciated, crammed into a makeshift	following a series of heavy blows from the regulator.	over Scotland, playing in their first major
2	9	two years from 2037, seven years earlier than planned,	her father, the Rev Hubert Brasier, would have	are "upmarking" in order to improve their ranking. The	- X	detention centre. A guard said prisons had been	Cathryn Ross, who has run Ofwat for three years, will	tournament. Jodie Taylor, the Arsenal striker, scored a
		meaning 5.8million people will have to work for an extra year.	supported church blessings for gay couples, and that the Church should "reflect".	Government has urged the sector to "do more" to tackle grade inflation.	'And now my male colleague will read the	overwhelmed as Isil fighters were cleared from the last neighbourhoods of the city.	join the telecoms company to head its regulatory affairs operation.	hat-trick with Ellen White, Jordan Nobbs and Toni Duggan also adding goals.
770307 123740		Page 8	Page 9	Page 6	Autocue more expensively	Page 13	Page 29	Sport, page 8
Sa	V	dal		Located on the P of the British The Worl 5-Star Luxur Reso	d's Only ry Included			TO BOOK THE WORLD'S LEADING ALL-INCLUSIVE RESORTS Call 0800 022 3310 Visit sandatis.co.uk See your local Travel Agent or come in-store
				5-Star Global Gourmet th dining at up to 16 Restaurants · Unlimited Pours of Premium Spirits · Unlimited Land and Water Sports · The Caribbean's Most Comprehensive Scuba		- Aller		135 Fulham Road, London, SW3 6BT





Turn over

5* Evaluate how **Source B** and **Source C** use elements of media language to convey different values, attitudes and beliefs about the world.

In your answer you must:

- analyse the ways in which media language has been used in Source B and Source C to convey values, attitudes and beliefs about the world
- refer to relevant contexts and academic ideas and arguments in your analysis
- draw judgements and conclusions in relation to the question.

[15]

6 'The newspaper industry must evolve or die.' Explain how newspapers have responded to technological and social changes in order to survive. Refer to the *Daily Mirror* to support your answer.

In your answer you must:

- consider relevant technological and social changes that influence newspaper production, distribution and circulation
- use your knowledge and understanding of relevant academic ideas and arguments
- refer to the *Daily Mirror* as an example of how newspapers have responded to changes in audiences' consumption of news.

[10]

END OF QUESTION PAPER



Copyright Information

Source A: The Big Issue no 1239, 16 January 2017, www.thebigissue.com @2017 The Big Issue Company Ltd, 113-115 Fonthill Road, Finsbury Park, London, N4 3HH.

- Source B: Facebook post from @MailOnline taken on 20 July 2017 regarding BBC gender pay inequality story
- Source C: BBC male stars face pay cut, The Daily Telegraph front page 20 July 2017

opportunity.

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