



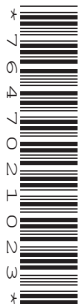
Oxford Cambridge and RSA

**Wednesday 22 May 2019 – Morning**

**AS Level Media Studies**

**H009/01 Media today**

**Time allowed: 2 hours**



**You must have:**

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

**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 (\*).
- This document consists of **8** pages.

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
<i>Mr Robot</i> : ('eps1.0_hellofriend.mov', season 1, episode 1, June 2015)
<i>House of Cards</i> : ('Chapter 1', season 1, episode 1, January 2013)
<i>Homeland</i> : (season 1, episode 1, October 2011)
<i>Stranger Things</i> : ('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]

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

**Source A** – Front page of the *Daily Mirror* (07 August 2017)

mirror.co.uk

**DAILY** FIGHTING FOR YOU  
Monday, August 7, 2017 70P

**Mirror**

ARRESTED  
Lukasz Herba

TERROR ORDEAL  
British model  
Chloe Ayling

Kidnap model:  
I feared for my  
life every minute

It's back  
FOOTBALL PULLOUT INSIDE

SEE PAGES 12&13

## FATHER'S SHOCK CLAIM

# Brit cops told me there was plot to kill Diana

### EXCLUSIVE

FROM **ANDY LINES** in Lorient, France

**THE dad of Diana's death crash driver Henri Paul claims UK police told him she was murdered.**

Jean, 85, said: "Inside Scotland Yard, some believe there was a secret plot to kill Diana."

**FULL STORY: PAGES 4&5**



**CLAIMS** Diana was killed in car driven by Henri, above



Dad of death crash driver believes his son and princess were murdered



Source B – Front page of the *Daily Star* (07 August 2017)

# DAILY STAR

20p

cheaper than The Sun

MONDAY, AUGUST 7, 2017

DAILYSTAR.CO.UK

JUST 30p

## Arsenal 1-1 Chelsea

ARSENAL WIN 4-1 AFTER PENS



GUNNERS SPOT ON

SEE STARSport



**REUNION: Soap fave Dyer**  
**Dan back**  
**with 'er**  
**indoors**

DANNY Dyer cuddled up to estranged wife Joanne at their daughter's 21st birthday bash.

And the happy pictures of the *EastEnders* star sparked speculation that the couple have buried the hatchet.

Full story: Page 7



**BOLT: MY BOLD MOVE**  
**PAGE 6**



**PNEUMONIA: TV Jezza**  
**Clarkson**  
**in quips**  
**on a drip**

JEREMY Clarkson last night mocked Grand Tour pal James May from the hospital bed where he is fighting pneumonia.

He caught the potentially fatal illness while holidaying in Mallorca and is on a drip.

Full story: Page 3

# DAILY STAR

# PAGE 3 GIRL

# KIDNAP

# SEX

# SLAVE

# HELL

**EXCLUSIVE**

A DAILY Star Page 3 girl has told how she feared for her life after she was drugged and kidnapped to be sold as a sex slave.

Chloe Ayling believed she faced years being traded around the Middle East – before being fed to tigers.

Full story: Pages 8-9



Picture: JIM BENNETT

**DANAN CELEB BIG BRO RACE ROW: PAGES 4-5**

- 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**

**BLANK PAGE**



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](http://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](http://www.dailystar.co.uk).

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. This is produced for each series of examinations and is freely available to download from our public website ([www.ocr.org.uk](http://www.ocr.org.uk)) after the live examination series.

If 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 the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.