

Answer **all** the questions.

SECTION A

Media Industries and Audiences

- 1 Explain how public service broadcast radio shows can use audience data to influence their content. Refer to *The BBC Radio 1 Breakfast Show* to support your answer.

In your answer you must consider how economic, political and cultural contexts influence the content of radio shows. **[15]**

- 2 Explain how the arrival of digitally convergent media platforms has impacted on film producers. Refer to Disney and its 1967 **and** 2016 versions of *The Jungle Book* to support your answer. **[15]**

SECTION B

Long Form Television Drama

In **question 3**, 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 have studied **two** long form television dramas: **one** from **List A** and **one** from **List B** below.

Your answer should make reference to **both** long form television dramas you have studied: **one** from **List A** and **one** from **List B**.

List A	List B
<i>Mr Robot</i> (Season 1, Episode 1, June 2015)	<i>The Killing / Forbrydelsen</i> (Season 1, Episode 1, October 2007)
<i>House of Cards</i> (Season 1, Episode 1, January 2013)	<i>Borgen</i> (Season 1, Episode 1, October 2010)
<i>Homeland</i> (Season 1, Episode 1, October 2011)	<i>Trapped</i> (Season 1, Episode 1, December 2015)
<i>Stranger Things</i> (Season 1, Episode 1, July 2016)	<i>Deutschland 83</i> (Season 1, Episode 1, October 2015)

- 3*** 'Long form television dramas lack originality; no matter which country they are made in, they all use intertextuality in the same way.'
How far do you agree with this statement?

In your answer you must:

- consider the contexts in which long form television dramas are produced and consumed
- explain how media contexts may have influenced the use of intertextuality in the set episodes of the two long form television dramas you have studied
- refer to relevant academic ideas and arguments
- make judgements and reach conclusions about reasons for similarities or differences in the use of intertextuality between the two episodes. **[30]**

- 4** Evaluate the usefulness of **one** of the following theories in understanding long form television drama:

EITHER

- Curran and Seaton's theories about power and media industries

OR

- Livingstone and Lunt's theories about regulation. **[10]**

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. This 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.

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.