

AS LEVEL

Exemplar Candidate Work

MEDIA STUDIES

H009

For first teaching in 2017

H009/01 Summer 2018 examination series

Version 1

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Introduction

These exemplar answers have been chosen from the summer 2018 examination series.

OCR is open to a wide variety of approaches and all answers are considered on their merits. These exemplars, therefore, should not be seen as the only way to answer questions but do illustrate how the mark scheme has been applied.

Please always refer to the specification <https://www.ocr.org.uk/qualifications/as-and-a-level/media-studies-h009-h409-from-2017/> for full details of the assessment for this qualification. These exemplar answers should also be read in conjunction with the sample assessment materials and the June 2018 Examiners' report or Report to Centres available from Interchange <https://interchange.ocr.org.uk/Home.mvc/Index>

The question paper, mark scheme and any resource booklet(s) will be available on the OCR website from summer 2019. Until then, they are available on OCR Interchange (school exams officers will have a login for this and are able to set up teachers with specific logins – see the following link for further information <http://www.ocr.org.uk/administration/support-and-tools/interchange/managing-user-accounts/>).

It is important to note that approaches to question setting and marking will remain consistent. At the same time OCR reviews all its qualifications annually and may make small adjustments to improve the performance of its assessments. We will let you know of any substantive changes.

Question 1

- 1 Explain how economic contexts influence film production. Refer to Disney's *The Jungle Book* (2016) to support your points. [5]

Exemplar 1

5 marks

1	<p>Economic contexts can have a great influence on the production of a film. For example with 2016's <i>Jungle Book</i> it was produced and distributed by Disney Studios which is one of the 'big 6' conglomerates within the movie business. This meant the production of the film could have a much larger budget (\$177 million) allowing the film to attract more famous and talented stars like Scarlett Johansson and Idris Elba and have more dazzling special effects. With Disney pumping enough money into the film and having such a wide marketing reach (it was distributed in 63 countries) it meant more audience members were exposed to and appealed by the film around the world resulting in the film making \$966 billion at the box office. This would not have been possible without a conglomerate like Disney (economic). Not to mention Disney being able to horizontally integrate the product through their multiple brands as a conglomerate, meaning the film could be marketed through their toy-lines, or theme parks or TV deals, resulting in exposure to a much wider audience (economic).</p>
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Examiner commentary

The candidate's response is full and detailed in address of the economic contexts identifying Disney's conglomerate scale and production costs with reference to above the line costs, such as the stars used and the ability to globally distribute *The Jungle Book* (2016). The response demonstrates comprehensive knowledge and understanding of contexts of media and their influence on media products and processes, for example in discussion of horizontal integration.

Exemplar 2

5 marks

1	<p>The Disney company is a multinational billion dollar conglomerate. They own a large number of smaller, yet well known companies, such as the television networks ABC and ESPN, along with Pixar, to name a few.</p> <p>Due to their large net worth, they are able to afford to spend millions on film production and editing. For example, their latest remake of the Jungle Book film had \$175 million USD in production costs, with a vast majority of it spent on the latest high-end technology (CGI film).</p> <p>As a conglomerate, the Disney Company can use its resources to integrate ^{would have been able to use} vertical integration in conjunction with their subsidiaries to promote, circulate, produce the advertisement for the Jungle Book. ^{distribute the advertisements for the Jungle Book.}</p>
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Examiner commentary

The candidates' response to the question was awarded full marks – a concise and accurate response.

Exemplar 3

4 marks

1	<p>Economic contexts influence film production in many ways. One way in which is by the use of conglomerates. A media conglomerate is where various production and distribution companies all work together, under the influence of one main producer. For example, the 2016 Movie The Jungle Book, was produced by Walt Disney as well as Fairview Entertainment studios. Walt Disney owns various other production companies that co-operate to pro produce the particular film. In this case, this is The Jungle Book was produced by various companies such as Jim Henson's creature workshop, Walt Disney Records, Walt Disney Motion Pictures and many more. An advantage of Disney owning production companies like these is that it creates a profit. Disney are paying into these companies for their production but due to them owning them they are technically paying themselves which in affect creates a high amount of profit. This then shows that economic contexts do influence film production, especially of the film The Jungle Book.</p>
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Examiner commentary

An adequate response which is focussed on the economic contexts of film and in reference to *The Jungle Book* (2016) in relation to production and ownership. An area for development is to engage with conglomeration power, size and scale.

Exemplar 4

2 marks

①		The Jungle Book 2016 is a remake of the original Jungle Book 1967. There are several economic contexts which influence film production including the fact that it is a well known film and so it is likely to attract more audience to watch it. The fact that the visuals are realistic will open doors to target audiences who are older which would add to the box office of the film. the The Jungle Book 2016 was the fifth highest grossing film of 2016 worldwide which also is an influence to the film production. The cast itself adds to the economic context which influences film production such as well known actors including Idris Elba, Scarlett Johansson and introducing a new actor (Neel Sethi) to play a well known character (Mowgli) is going to allow the film to succeed economically.
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Examiner commentary

Question 1 is a minimal response to the question set. The response needs to focus more on how economic factors, including different types of ownership, influence funding models for film production. Whilst there is reference to target audiences, film gross and stars there is minimal demonstration of knowledge and understanding of how economic contexts influence film production.

Question 2

- 2 Analyse how the music video *Billie Jean* by Michael Jackson challenges stereotypical representations of ethnicity. [10]

Exemplar 1

8 marks

2	<p><i>Billie Jean</i> by Michael Jackson challenges stereotypical representations of ethnicity through Jackson's star persona. The mise-en-scene through the whole video portray Michael as the main star, for example in almost all of the video the cinematography is used to show Michael alone and centre frame, symbolising him as the most important and main person in control, he is also shown in only medium to long shots portraying his relationship with both environment and characters as extremely confident. This leads to the mise en scene of his body language where he is shown dancing and strutting, once again portraying him as extremely confident. This all creates his star persona as a confident lead which challenges representations as at the time of the video release time (1982) there were little to no other solo black lead performers (cultural).</p> <p>The video also challenges the stereotypical representation of ethnicity through a use of mise en scene (props). In the video a detective/stalker-like character takes a photo of Michael but it comes out as blank. The camera uses an extreme-close-up and zoom to focus viewer attention on this image. This is because Michael is trying to portray through the blank image that people of ethnic variety at the time were not being portrayed well enough in the music business, which is how the video challenges these representations. For example <i>Billie Jean</i> was the first mainstream video to be given back to back air time on MTV performed by a black solo act (cultural).</p>
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Examiner commentary

The candidate demonstrates detailed and accurate application of knowledge and understanding of media representations to analyse stereotyping and images of ethnicity in the *Billie Jean* music video. The response considers the context of the text in relation to the concept of representation.

Exemplar 2

8 marks

2	<p>The the 'Billie Jean' music video by Michael Jackson challenges stereotypical representations of ethnicity through the way it conveys Michael Jackson (MJ). Black men ^{in America, at the time of filming,} at the time of filming, were seen as dangerous 'thugs' who hurt innocent people and were generally looked down upon. However, in this the ^{music} video, Michael Jackson (who was a famous black man) is portrayed as quite the opposite: he is seen in the clips as someone of neat appearance and groomed – he takes care of his looks. His white suit and pink shirt ooze confidence from him, but not in an intimidating way.</p> <p>Throughout the video we see MJ either walking or dancing, and every step he takes lights up beneath him. This connotes him as almost angelic – far from the average stereotypical notions of a black man. Additionally, in one of the earlier scenes in the music video, MJ transforms a homeless man to an equally well-groomed individual just by giving</p>
2	<p>the man a ^{coin} tenner – this could be considered to seem like MJ has the Midas touch, which fits in with his persona and his clothing choices for this music video. This is typical of many celebrities, which we think of as being above us and their help with everyday people are often seen as acts of charity. The Midas touch, furthermore, is not one that is stereotypically associated with black men. *</p> <p>Overall, his well-groomed appearance and his selflessness towards helping other people contradicts the stereotypes the stereotypes black men are faced with</p>

Examiner commentary

This is a low Level 3 response. It is a convincing, perceptive and accurate analysis of how the *Billie Jean* music video challenges stereotypes which opens with discussion of the context in which the video was released. The response consistently provides logical connections and a good line of reasoning in reference to the music video.

Exemplar 3

4 marks

2		An important historical context is the fact that Billie Jean was the first music video put on heavy rotation created by a black artist.
		This helped break the stereotype of black people being powerless and it paved the way for the success of other black artists.
		Many shots in the music video represent Michael Jackson as being a talented dancer and singer.
		One example is where the video freezes during a low angle long shot of Michael Jackson on his tip toes in the middle of a complex dance move.
		The low angle represents Michael as being in a position of power and the long shot shows all of Michael Jackson including his fancy clothes.
		These clothes also represent Michael as being in a position of power because they're expensive.
		Looking, indicating he is rich and successful, and because the colour black represents high status and being fashionable.
		The representations of Michael Jackson in this music video created a new stereotype of black Americans. This was a stereotype of them being able to become great musicians and dancers.

Examiner commentary

A low Level 2 response which demonstrates a generally successful analysis of how the *Billie Jean* music video uses stereotypes to represent a variety of images of ethnicity, which provides some logical connections and lines of reasoning, for example in reference to the significance of the music video and MTV. The response could be developed further with a wider range of textual examples and more explicit address of how stereotypes are challenged.

Question 3

- 3 Explain how magazine front covers represent social, cultural and political events. Refer to **Source A** to support your points.

[10]

Exemplar 1

8 marks

3	<p>The Big Issue is a magazine that represent social, cultural and political events. In the 16 January 2017 edition of the Big Issue, the preferred reading is & evidently that Donald Trump is not a suitable president for America. This is presented through the lead article, "What's the worst that could happen..." This suggests is a comical approach to the very something that the Big Issue regards as an extremely important matter. The word "worst" signifies that the Big Issue believes that the most unfortunate things events will take place during Trump's presidency. The fact that there is an image of the planet Earth behind the word suggest that Trump will not just affect the USA negatively, but the rest of the world. This shows that the Big Issue is concerned with global affairs and consider the impact of political events on every culture. The choice to use an unflattering facial photo of Trump, in which he looks argumentative and loud, signified by his widely opened mouth, suggests that the Big Issue are very worried about Trump being in power and so have portrayed him in a negative way.</p>
	<p>The choice to be enlarge his head, making it bigger than the image of the Earth on the page, signifies that the Big Issue regard him to be a character like figure, as they degrade Trump through comedy. The art combined with the speech bubble be coming from Trump's mouth, stating "Fake! This cover is fake! Sad!" suggest a comic book. Thus, the Big Issue may be be suggesting that Trump is like a villain out of a comic book, as his policies are evil in the Big Issue's eyes. The creation of the villain persona on the</p>

		magazine is reinforced through the image of the miniature man (of course in comparison to Trump) running away outside the White House. This not only shows the belief that Trump believes he is superior but also that he is someone to fear and that his policies are dangerous. This cover may be direct to Trump's challenging policies which largely appear to set back social change (e.g. abortion) whereas the Big Issue are a 'democrat' newspaper, in opposition to this. The connect element is perpetuated through the image of Putin on the eagle - an American symbol.
		The masthead "The Big Issue" presents the way in which the magazine is concerned about the important events ^{and problems} in society, how portraying Donald Trump's presidency as a "big issue". In addition to this, the tagline "a hand up not a handout" shows the way in which the magazine wants to improve people's lives through helping them get there
		them, particularly marginalised groups in society, such as the homeless. This relates to how the Big Issue have included a "plus" section on their front cover with one of the additional stories being "making a splash with Tom Daley" Tom Daley is an openly gay Olympic swimmer, thus being in a group which is not often attacked by individuals within society. By including Tom Daley, the Big Issue is not promoting inclusivity.

Examiner commentary

This is a top level response on magazines and to the front cover of *The Big Issue*. It is detailed and knowledgeable in response to the question set. There is plenty of evidence of how media language on the front cover of the magazine constructs political and social representations, for example, reference to the lead cover line "What's the worst that could happen". Good reference is made to the style of the magazine and its front cover identifying the caricature of Trump. There are also references to other social and cultural events, such as diving with Olympic diver Tom Daley. The candidate's response could be improved with more accurate reference to media terminology: suggests could be replaced with connotes or signifies in its media arguments. Overall, there is a comprehensive, detailed and accurate knowledge and understanding of how front covers of magazines represent social, cultural and political events.

Exemplar 2

3 marks

3	<p>Many magazine front covers represent social, cultural and political events to a very diverse audience. As shown in Source A, the 16th January 2017 Big Issue front cover included various events that are very controversial in this present day. Firstly, the enlarged and slightly animated image of the Donald Trump gives and presents various political events that are included. He is then seen to be 'holding' the world which represents a sense sense of power as well as the lightening in the background. In addition to this, the boldness of the heading "What's the worst that could happen..." is shows a very sarcastic, controversial story to represents social, cultural and political contexts. The The Big issue often try to include very social, cultural, political and historical events</p> <p>within their front covers. For example one cover that I have previously studied focused around the topic of the Suffragettes. This in itself is a very political and historical front cover as it incorporated various media language that signified the historical aspect such as the texts of the headings and sub-headings was a very traditional font. In comparison to this, another cover cover I have previously studied presented very social events. The cover focused around the topic of mental health and how people should be speaking out instead of suffering in silence. This can be a very sensitive topic to some as can political and historical as as well as cultural events.</p>
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Examiner commentary

Sound knowledge and understanding of the task is evident in the candidate's response and in address of the question set, but focusses on political contexts in relation to Trump and the social contexts in a much more general way lacking reference to the front cover.

Exemplar 3

4 marks

③		<p>The big issue's front cover represents social, cultural and political events as seen in source A. Some of the social events that this front cover raises is what is going to happen to the people and how Donald Trump's actions will affect people's lives. Considerations involve will the world be at peace. Some cultural events involve that people may not believe that everything Donald Trump does is right it might be the case of them thinking that he is only doing it for the benefit of himself. Political events involve how his actions affect the political system, kicking members out of the white house. Also in the on the front cover it shows Donald Trump holding the world in his hands which suggests that more or less he has taken over. Also with his face like that it kind of suggests that we don't take him seriously or the fact that he cannot be taken seriously no matter what he does. The oversized Donald Trump also suggests him taking over.</p>
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Examiner commentary

The candidate's response does attempt to address the question in a general way to political, social and cultural events but the response would be developed further with wider use of specific examples from the front cover of *The Big Issue*.

Question 4

- 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]

Exemplar 1

AO1 6 marks, AO2 6 marks

4	<p>'Recognisable stars are a key factor for the success of long form television dramas.' I agree with this statement highly in relation to Mr Robot. Rami Malek was extremely unknown when he was cast for the show however it was still extremely popular. I believe it is the themes and representations offered in a show which are key to its success. For example we see Elliot in the first episode and he is alone in his apartment crying, the camera/cinematography frames him bottom left of the screen perhaps to signify how small he feels or how on edge, the mise-en-scene lighting is also extremely dim perhaps to represent the darkness in Elliot's mind/life. Elliot is our protagonist here but he is being shown as weak, unusual for a leading man of a show. Not only does this make him more interesting but it appeals to more audience members. This goes into Gunkellett's theory that the way characters are portrayed on screen help to direct and evolve audience identities. Elliot is the hero of the show yet he is shown as mentally unstable and weak, this shows people suffering with the same issues they can be the hero of their own stories also and it is alright to feel that way too, thus making the show more appealing (cultural). The show also features representations of large</p>
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		corporations and political themes. At the end of the first episode we see Elliot take down Terry Colby,
		a large corporate man who we already know as a bad person through his treatment of Angela. Depicting the large corporations and top '1%' in such a way reflect relevant themes. Themes within society today where there are heated debates between the government/corporates and common working people. This goes in to Jenkins' theory of participatory culture where he states that through the way in which people talk online on social media over what the meanings of a show could be and what could happen next e.g. fan theories on Twitter and prediction themes on Youtube that influence the way in which a show is made and therefore it is Mr Robot's connections to what's going on in our world and interaction with the audience which make it such a success (political/cultural).

Examiner commentary

A very good response to *Mr Robot* as a Long Form Television Drama which makes plenty of textual references and demonstrates detailed and accurate knowledge and understanding of the media theoretical framework in relation to the question set. The response applies Gauntlett to theories of social identity and Jenkins' participatory culture in relation to audience reading of the text – illustrating precise and relevant reference to academic ideas and arguments to support analysis of the set episode. The response could be developed further with more explicit connection to the 'absence' of recognisable stars that are a key factor to the success of long form television dramas.

Exemplar 2

AO1 10 marks, AO2 8 marks

4	There are many factors which contribute to the success of long form television dramas, such as <i>Stranger Things</i> . One of these factors include recognisable stars.
	Many long form television dramas include recognisable stars in order to generate hype surrounding the show. Thus, the inclusion of the actress Winona Ryder in the show <i>Stranger Things</i> meant that people were attracted to the show, particularly when being fans of her other movies. This provided fans the opportunity to watch another show/

movie with one of their favourite actors and enabled them to make comparisons between other films/movies they have seen, creating success for the show as people became excited for that very reason. This is particularly true of For example, Rider played ^{the} single mother of Will Byers in *Stranger Things*, contrasting to other roles she has

played in the past. Thus, attracting an older target audience who have been fans of the middle-aged actress for a long time. This may also provide a feeling of nostalgia for fans, as they see Rider act the role of a concerned mother, and truly remind them of the 80s, when they were young themselves. For example, ~~there are many close-ups~~ when searching for Will, Byers' father is wearing a typical 80s shirt in a long shot, wearing typical 80s fashion and hair. This provides a great sense of nostalgia and is a form of escapism for those watching. Therefore, recognisable stars are certainly a key factor in the success of long form television dramas as they enable the attraction towards the show, which then leads to feelings of nostalgia.

Stranger Things has a great amount of intertextuality surrounding the 80s. For example, when Will Byers disappears, he goes into a black void before he is taken. This pays homage to the infamous 80s movie 'E.T', which the Duffer Brothers (the creators) have acknowledged. In this episode, ~~there is a clear disruption~~ The dark, eerie mise-en-scene mirrors that of the beloved film. In this episode, there is a clear disruption of the equilibrium. According to Todorov's theory, ~~the~~ a successful long form television drama should have a state of equilibrium - the

happy, suburban life, a disruption to the equilibrium - Will's disappearance, a resolution and then a new state of equilibrium. This is

Clearly seen in *Stranger Things*. This engages the audience and keeps the show going. Despite this, it is still extremely important to have recognisable plots which attract people to the show before they even know the story-line.

Another extremely recognisable actor in *Stranger Things* is Finn Wolfhard. Finn Wolfhard plays young Will Byers' friend and has generated hype in the Netflix series amongst the younger viewers. The infamous actor has contributed to the success of *Stranger Things*, as his Q&A streams on social media and sharing of fan art has resulted in many young people joining the *Stranger Things* community online. Wolfhard's character is presented as vulnerable through the low-angle shot, meaning high-angle shot, presenting him as small. This not only means that young people can identify with him but older people can feel nostalgic. Wolfhard's character, Mike, lives in a suburban home with dynamics that are intertextual of the 80's lifestyle. For example, the archetypal teen idols and domestic mother. He also quests to find his friend alongside his other friends and the character of Eleven, who reflects

anxieties about experimentation in the field of science in the 80s. As the episode progresses, it is clear that ~~the~~ the show consists of multiple genres. This is seen through the dark, sinister setting of the laboratory and control room, in comparison with the warm, lighting in the and happy setting within Mike's house. As Neale states, "genres are instances of repetition and difference." Hybridity is essential and the combination of horror and essential within *Stranger Things* is what makes it so successful. However, stars such as Wolfhard attract people to the show and then these people share their love for the

		show online, attracting more. Thus, recognisable stars are a huge factor in the success of Stranger Things.
		Overall, there are many important factors in Stranger Things' success, one of the major ones being the inclusion of recognisable stars.

Examiner commentary

A clear address of what the question asks. A top level response using the episode of *Stranger Things* and discussion in relation to the use of recognisable stars, for example in discussion of Winona Ryder. The response meets A01 well with comprehensive, detailed and accurate knowledge and understanding of the media theoretical framework in relation to the question set, for example in relation to the discussion on intertextuality and homage to *E.T.* as a movie which is referenced in the opening sequence. The candidate is able to provide developed and accomplished judgements and conclusions regarding the extent to which the candidate agrees (or disagrees) with the statement, supported with appropriate reference to the Long Form Television Drama studied in relation to narrative and Todorov, and Neale on Genre. There is a logical attempt to refer to relevant academic ideas and arguments in the analysis of Long Form Television Drama and an attempt to reach a conclusion meeting the top level mark criteria for A02.

Exemplar 3

A01 6 marks, A02 5 marks

4		In my opinion, recognisable recognisable stars are a key factor in the success of a long form television drama, in particular the Homeland. Within Homeland, the actors and at actress actress' used as particularly well known by various the audiences. This can impact media contexts such as economic and social as well as the industries and audiences.
		Firstly by using well known stars, this can impact the economic contexts. This is because if well known stars are being hired, they are going to perhaps cost more than say less known actors. However, by hiring these well known stars it then increases the views which then in the long run increases profits. People are
		more likely to watch a programme, series or film if actors/actress' used are well known throughout the industry. For example the actress that plays Carrie within Homeland is not only known for her appearance in Homeland but is also a star in films such as Romeo and Juliet. This attracts the audience to watch the particular show as they make assumptions as to the quality of the show.

		As well as this a way in which areas of the media theoretical framework are affected is through industries. Industries are affected by recognisable stars being used as if well known, successful actors are being used with some kind of television form various other production and television ^{distribution} companies that are also well known and successful are for perhaps more likely to co-operate with the main producer of the long form television drama. For example the main producer and distributor of Homeland was 21st Century Fox who then worked with other companies such as Teakwood House productions and Chemypie productions and many more to create the long form television drama.
		Another way in which key well known stars are a key factor in long form television dramas is through cultural contexts. Actors used must appeal and apply to a wide and diverse audience. Gender and ethnicity are a key part within a television production.
		A wide range must be incorporated into the specific television drama. For example, within Homeland there are various actors used that are from different ethnic backgrounds such as both black and white American. Gender is a key part too as within Homeland there is a range between both genders that are all at different stages of life and have different experiences. This also links to age as different age ranges and types are seen within.
		To conclude, I agree that a key factor in the the success of long form television dramas such as Homeland is to include recognisable stars.

Examiner commentary

The candidate's response is focussed on the set episode of *Homeland*. There is evident and adequate knowledge and understanding of the star and references to the star image beyond the episode and in a media context in relation to media institutions and audiences. Although there is some reference to gender representation the answer could be developed further with more detailed connections to academic ideas and arguments.

Exemplar 4

AO1 3 marks, AO2 3 marks

4	Kevin Spacey is the only A-list actor in House of Cards. He plays the role of Frank Underwood.
	House of Cards has multiple narrative strands, each with their own characters, which indicates there is not much difference that all characters ^{are} of equal importance.
	However, House of Cards has a particular focus on Frank Underwood and his narrative strand creating the representation that he is the most important character.
	Frank Underwood is also shown to be the most powerful character there. This is done by often showing him at a low angle representing him as powerful and he is often shown wearing a st black suit representing him as being of a high status. This is a representation is complimented by his house being fancy and having expensive looking furniture portraying him as being rich and successful.
	By portraying 1 actor as portraying 1 character as being more important and powerful than the rest, seems to suggest that he is a key factor for the show.
	Having a recognisable star such as Kevin Spacey creates greater appeal to the audience because they will feel the show is more secure
	and Kevin Spacey fans are more likely to watch the show.
	Having a recognisable star is an example of genre as it allow tells at audiences what to expect and allows targeted appeal to a specific audience. Because they have watched more of Kevin Spacey, the Kevin Spacey fans are more likely to appeal believe the representations described in House of Cards as described by Gerbner's Cultivation Theory.

		Netflix used data mining to find out that
		audiences like the actor Kevin Spacey.

Examiner commentary

The response focusses on Kevin Spacey and the importance of the star to *House of Cards*. There is adequate and generally accurate knowledge and understanding of the media theoretical framework in relation to the question set (AO1).

Despite the mention of multiple narrative strands and an inaccurate application of Gerbner's cultivation theory AO2 is met at a minimal level and reference to academic ideas and arguments is minimal or brief, may not be relevant to the set episode or may be absent.

Question 5

- 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]

Exemplar 1

AO1 5 marks, AO2 9 marks

5		<p>Source B is a home page taken from Daily Mail's homepage on Facebook. The headline reads 'Could Emily Mailes quit News Night over pay sub snub' along with 2 images of her. The font used for the headline is serif keeping in line with the more formal / sophisticated image. The broadsheet Mail want broadsheet Daily Mail want to portray as well as unbiased language keeping in line with the aim to offer a fair, objective view of stories. The images also show 1 of the woman happy and 1 of her looking slightly annoyed, almost as if to portray a before and after of the apparent 'pay snub'. What is most important on the front page however is the use of user comments on the front page offering their own views. This goes into Stu Sherry's end of audience theory that we are no longer just consumers but we also help create the content now also, especially in this new digital age where online outlets offer more opportunity for online interaction. Mail Online being the example in point (Cultural). By allowing audiences to interact on online with the new online product it also allows the product to be appealing to a much wider audience (economic).</p> <p>Source C is a home front page taken from the print edition of the broadsheet Daily Telegraph. The</p>
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'headline states' 'BBC male stars' are 'pay out' along with a front page image of all the

stars in question. Once again the headline has a style of sexy font in a line within the format and mature style of a broadsheet newspaper, the image features portraits of all of the members of the company in question. By using portraits of all the male stars it ~~was~~ conveys the sexism amongst the higher positions in the BBC as it is a predominantly male gallery along with the headline it is the 'male stars' going a bit. This could be seen as a fairly biased headline as it is clearly enforcing a view that there needs to be a shake up at the BBC, enforced by the tagline 'only one woman amongst top earners'. The Telegraph is a conservative-sided paper which would explain a more rightist agenda with Theresa May as Prime Minister (Political). This goes into Curran and Seaton's theory of industry power where industries can use their exposure and power to enforce more biased and preferred views on audiences. This is what the Telegraph are doing here as they are portraying to the reader that the pay gap at BBC is an extreme issue. (cultural)

Both Source B and C offer views from a more general point of view as they are both conservative newspapers however the Mail Online offers a more open and interactive discussion on the topic.

through the technological advancements at their disposal whereas the print edition of the Telegraph enforces a more biased and one-sided view, common of broadsheets (usually very strongly political) and print editions.

Examiner commentary

A top-level response which contrasts the unseen sources well in discussion of media language to convey different values, attitudes and beliefs about the world. The candidate's response connects the readership of these different sources to the ideas of the audience as active consumers, implying the changes to audience use of the media and the messages communicated especially with technological change.

Exemplar 2

AO1 5 marks, AO2 2 marks

5	Both Sources B and C use elements of media language to convey different values, attitudes and beliefs about the world in many ways the both similar and different. To start with, both sources cover the topic of pay within the BBC. However, the storylines are slightly different. Source B firstly focuses around one presenter's earnings and the potential of her quitting due to her unfairness in pay. However, source C's main storyline is around the focus of mainly men's pay within the BBC.
	Firstly with source B which is of a facebook post by the the Daily Mail, readers are able to comment, react and share their views, attitudes and beliefs with
	Other readers. However, within source C readers are unable to interact with others and are unable to share their opinions.
	In Source ^C B , the media language has been used to convey values, attitudes and the beliefs as firstly large images of well known BBC presenters are entered on the page. The main storyline is focused around how pay for male presenters has been cut with the exception of one female star. This presents certain attitudes as a lot of controversial views can be formed to due to the fact of men are in the BBC earn more than women. The heading of the story is present created in very large and bold font which attracts the reader to the main story. In comparison to this, smaller stories are present underneath the main in smaller font to show their less importance.

		Overall, both ^{newspapers} newspapers newspapers and online media
		news source use media language in a way to
		present values, attitudes and beliefs.

Examiner commentary

An adequate response which demonstrates some generally accurate application of knowledge and understanding to the source material in relation to the news event reported. The response includes some successful analysis of how elements of media language have been used in combination in the unseen sources, which provides some logical connections and lines of reasoning, although is descriptive in parts.

Exemplar 3

AO1 4 marks, AO2 0 marks

5		The The Telegraph is portraying the BBC more negatively than the Mirror by show actually showing that there is only 1 women woman in top 9 earners while the Mail shows no mention of this.
		The Telegraph also represents themselves as being trustworthy be with the text 'national newspaper of the year'.
		The Mail allows audiences to build themselves an identity, as described by Gauntlett, by letting them post comments.
		The Mail represents the BBC being in a bad spot by using words such as 'Mutiny' and 'chaos'. They are
		The Mail is more personalised by using informal words such as 'snub'.

Examiner commentary

This is a brief response which is awarded minimal marks and contains inaccurate reference to the *Mirror*. The candidate must be able to consider the significance of the social media source in contrast to the traditional news form.

Question 6

- 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]

Exemplar 1

AO1 5 marks, AO2 1 marks

6.	<p>'The newspaper industry must evolve or die' I agree with this as now consumers are becoming more enlightened on topics through the use of social media and the internet, this means that consuming a one sided print paper will just not do anymore, audiences have become producers now where they are also able to produce their own content. This is why the Daily Mirror have created their own online editions now available through the app store or social media like Twitter etc.. For example the Mirror Online on 16th May 2018 posted a story on the new selection for the England world cup squad. The homepage featured a video of fans reacting to the squad and making suggestions. This sort of participation would not be available in a common newspaper therefore through online the Mirror is still able to thrive and offer new innovations to keep audiences interested and buying their product (economics). It once again goes into the theory that in order for media products to be successful, the audience. End of Audience theory by Sherry suggest as</p> <p>prosumers we must be allowed to consume the content given to us, then produce our own to coincide with it. (cultural).</p>
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Examiner commentary

A top-level response which addresses the question – how newspapers have responded to technological and social changes in order to survive with reference to the *Daily Mirror* website and social media such as Twitter. For more credit a wider range of examples need to be discussed in relation to wider academic ideas. Institutional factors such as experiments in different models for monetising online newspapers could further be considered.

Exemplar 2

AO1 5 marks, AO2 1 marks

#6	<p>Newspapers have responded to the technological and social changes^{advancements} to the way society reads news in a number of ways, including creating websites, apps and social media pages such as Facebook accounts in order to reach and engage with their audience.</p> <p>For example, the <i>Daily Mirror</i> newspaper has its own dedicated news app, which is available for iOS and android devices, as well as its own website, which can be accessed and can adapt to different digital devices, large or small. The website layout has been made with their target audience in mind, which is the C2/D/E demographic (lower working class and unemployed). They have sections for simplistic news entertainment articles such as 'dogs', 'celebs' and 'holidays'. Many of the articles they publish are sensationalistic, with non-complicated grammar and extensive use of colloquialisms whenever possible, giving a feeling of informality to the reader. The website will also often use images (often head cut^{out} outs or close ups), which could be ^{used} in place of writing. This again would suit their audience demographic, of which there^{there} could be the^{illiterate} and less educated readers.</p>
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Examiner commentary

An adequate response which is concise in address of the question set. Valid points are made in relation to the *Daily Mirror* and technological changes via the Internet and android devices/apps used. This is connected to how the audience read the news and the content is more focussed for its audience online and the style of sensational news presented. For a higher level the candidate needs to engage with a wider range of points addressing the question and make connections to relevant academic ideas.

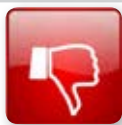
Exemplar 3

AO1 3 marks, AO2 0 marks

6		Newspapers have responded to technological and social changes in order to survive in many ways. One main way in which they have done this is by creating online platforms such as websites and social media pages just like source B. This then causes perhaps slightly younger generations to incorporate with the news. However, some websites require a
		Subscription. For example on the Daily telegraph website, a £1 subscription is required to access all news stories. Daily Mirror (as seen in Source B) has clearly responded to changes in audience consumption of news because as shown they have Facebook, Twitter and Pinterest pages.

Examiner commentary

Some credit due for the understanding of news and audience, for example the reference to subscription and how the *Daily Mirror* has responded with social networks, but this is an example of a minimal response to the question set.



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