



Oxford Cambridge and RSA

Tuesday 06 October 2020 – Morning

AS Level Media Studies

H009/01 Media today

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.

Answer **all** the questions.

SECTION A

The Media Theoretical Framework

- 1 Explain how cultural contexts influence magazine front covers. Refer to *The Big Issue* to support your points. **[5]**

- 2 Analyse how the *Million Reasons* music video by Lady Gaga uses intertextuality to create meaning. **[10]**

- 3 Explain how the film industry maintains national and global audiences, including through marketing. Refer to Disney's *The Jungle Book* (2016) to support your points. **[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* 'Long form television dramas need to appeal to a wide range of audiences.' 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 the content of long form television drama is influenced by the need to appeal to a wide range of audiences
- analyse how the grouping and categorisation of audiences 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]

SECTION C

News and Online Media

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

Sources A and B are about the Women's World Cup football tournament which took place in July 2019. Source A focuses on the US team, who won the World Cup. The feud mentioned in the headline was between President Donald Trump and the captain of the team, who had been critical of the President in the past. Source B focuses on the England team, known as the Lionesses, who were beaten by the US in the semi-final and then lost to Sweden in the third-place play-off. Phil Neville was the manager of the England women's team.

Source A – Facebook post from *Daily Mail* (07 July 2019)

Daily Mail
July 7 · 🌐

'America is proud of you all!'

Item removed due to third party copyright restrictions. Image of Donald Trump.

Eric Trump liked

Donald J. Trump @realDonaldTrump · 39m
Congratulations to the U.S. Women's Soccer Team on winning the World Cup! Great and exciting news. America is proud of you all!

DAILYMAIL.CO.UK | BY DAILY MAIL

Trump congratulates US team for Women's World Cup win despite feud

👍🤔❤️ 1.7K 920 Comments 197 Shares

👍 Like 💬 Comment ➦ Share

Most Relevant ▾

Write a comment...

Doesn't matter their political views regarding our amazing president. They are Americans and they made everyone proud.
Like · Reply · 5w 👍🤔❤️ 103
↳ 61 Replies

He is the best POTUS. Always ready to walk in forgiveness. God bless Him. That speaks of Greatness. !!!
Like · Reply · 4w 👍🤔❤️ 31

An exclusive development of superbly specified 4 and 5 bedroom executive detached properties in a semi-rural location on the outskirts of Newcastle.



Women's World Cup: no open-top bus for Lionesses, Phil Neville reveals

The World Cup team do not deserve a heroes' welcome. It would send the wrong message, says their coach

Rebecca Myers, Nice

July 7 2019, 12:01am,
The Sunday Times

Celebrity

Prince William

Royal Family

Politics

UK politics



The England captain, Steph Houghton, is distraught after losing against Sweden in the play-off for third place yesterday
SEBASTIEN NOGIER

They have captured the [hearts of the nation](#) and made history with television viewing figures, but their coach has said there will be no heroes' welcome when the Lionesses come home today because his players do not deserve one.

"They don't want it; they've not earned it," Phil Neville said. "They feel probably embarrassed to be celebrating fourth place . . . A bus-top tour or a trip to Downing Street would be celebrating failure."

5* Evaluate how social groups are represented in **Source A** and **Source B**.

In your answer you must:

- analyse and compare the ways in which **Source A** and **Source B** represent social groups
- 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 media technologies such as news websites and social media have led to changes in how audiences consume news. Refer to *The Telegraph* to support your answer.

In your answer you must:

- consider relevant social contexts that influence patterns of consumption and response by audiences
- use your knowledge and understanding of relevant academic ideas and arguments
- refer to *The Telegraph* as an example of how newspapers have been affected by changing patterns of audience consumption.

[10]

END OF QUESTION PAPER



Oxford Cambridge and RSA

Copyright Information

Source A: *The Daily Mail* Facebook post 7th July 2019

Source B: *Times Online* 7th July 2019

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.