



Oxford Cambridge and RSA

Friday 27 May 2022 – Morning

A Level Media Studies

H409/01 Media messages

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

News

Study **Sources A and B** and then answer **all** the questions in Section A.

Source A – *Daily Mail*, 8 June 2020

(c) The Daily Mail. Front page of the Daily Mail (8th June 2020), page 1, 8th June 2020
Item removed due to third party copyright restrictions.

Source B – *Daily Mirror*, 8 June 2020

(c) The Daily Mirror, Front page of the Daily Mirror (8th June 2020), Daily Mirror, page 1, 8th June 2020. Item removed due to third party copyright restrictions.

The story is about an event during the Black Lives Matter protests. The protests were in response to the death of a black American, George Floyd, who was killed by police officers while being arrested. Protesters in the UK pulled down a number of statues linked to the slave trade. In Bristol, the statue of Edward Colston, a slave trader (but also a public benefactor), was thrown into Bristol Harbour.

Turn over for Question 1

1 Analyse the representations in **Source A** and **Source B** in relation to historical contexts. Use Gilroy's theories around ethnicity and postcolonialism in your answer. [10]

2* **Source A** and **Source B** cover the same news event from two different tabloid newspapers.

Genre conventions are dynamic – they change over time to stay relevant. How far do the sources demonstrate this?

In your answer you must:

- explain how the genre conventions of tabloid newspapers have changed over time
- analyse the use of genre conventions in the sources
- make judgements and reach conclusions about how far the sources demonstrate that the genre conventions of tabloid newspapers have changed over time. [15]

3 Explain how social contexts influence the ways newspapers maintain varieties of audiences nationally and globally. Refer to *The Guardian* and the *Daily Mail* to support your answer. [10]

4 Evaluate the effectiveness of **one** of the following theories in understanding how audiences interpret newspapers, including how they may interpret the same newspapers in different ways:

EITHER

- Gerbner's cultivation theory

OR


- Bandura's media effects theory [10]

SECTION B

Media Language and Representation

Source C – front cover of *The Big Issue*, 5 November 2018

(c) The Big Issue, Front cover of The Big Issue (no. 1332), The Big Issue, page 1, no. 1332, 5th November 2018. Item removed due to third party copyright restrictions.




- 5 Explain how magazines use representations to construct debates and ideologies in order to position audiences.
Refer to **Source C** (*The Big Issue*) to support your answer.

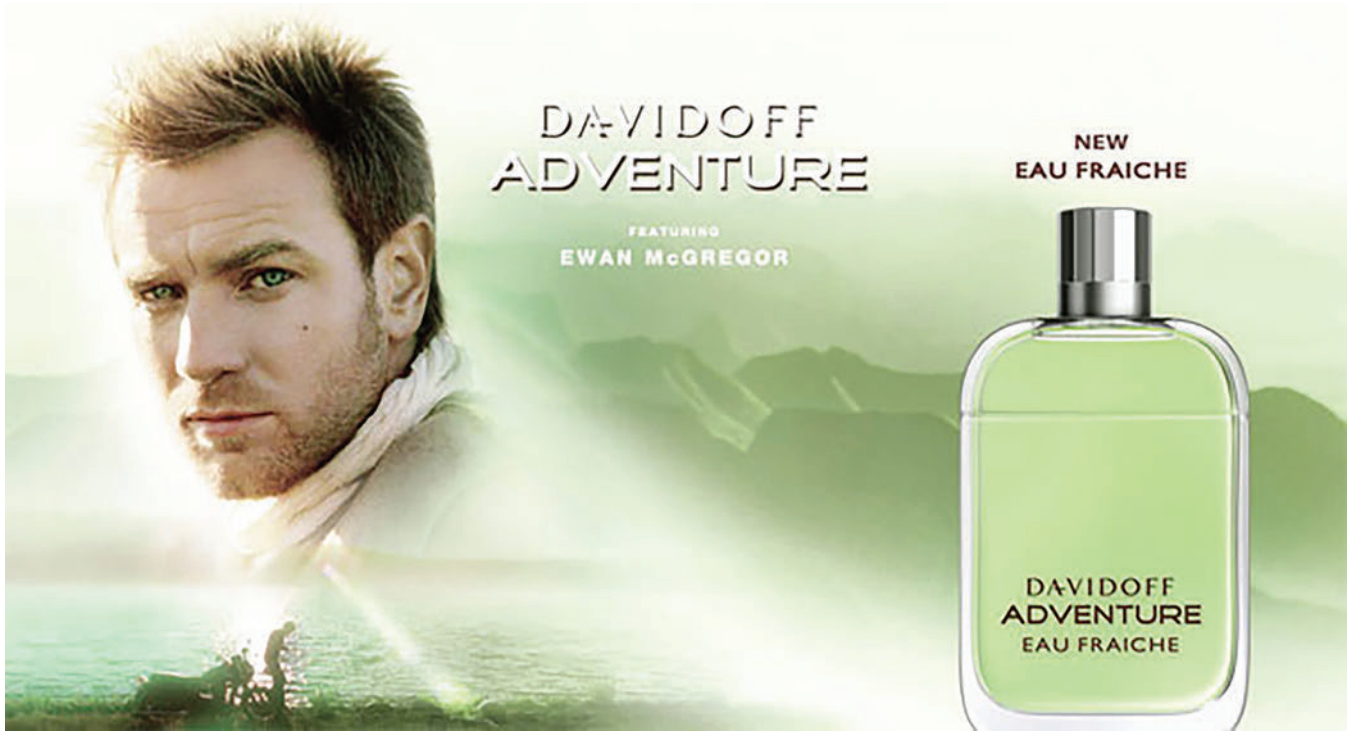
[10]

Source D – advert for *Old Spice* featuring actor and American football star Isaiah Mustafa (2011)

Link to material: <https://nephthalicom.wordpress.com/2018/09/18/the-journey-begins/>Item removed due to third party copyright restrictions.



Source E – advert for *Davidoff Adventure* featuring Hollywood actor Ewan McGregor (2010)



6 Analyse how effective the use of intertextuality is in the *Old Spice* advert (**Source D**) and the *Davidoff Adventure* advert (**Source E**).

In your answer you must:

- analyse the different ways in which intertextuality is used in the sources
- make judgements and draw conclusions on the effectiveness of the use of intertextuality in the adverts.

[15]

END OF QUESTION PAPER

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