



Oxford Cambridge and RSA

Monday 20 May 2024 – Afternoon

A Level Media Studies

H409/01 Media messages

Time allowed: 2 hours



You must have:

- the Resource Booklet
- 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 **4** pages.

ADVICE

- Read each question carefully before you start your answer.

Section A**News**

Study **Sources A and B** in the Resource Booklet.

- 1** Analyse the representations used in **Source A** and **Source B** in relation to social contexts. Use hooks' feminist theory to support your answer. **[10]**

- 2*** **Source A** and **Source B** cover the same news events from two different newspapers, one left-wing and one right-wing.

How far does the media language used in the sources incorporate viewpoints and ideologies?

In your answer you must:

- explain how newspapers use media language to incorporate viewpoints and ideologies
- analyse the media language used in the sources
- make judgements and reach conclusions about how far the media language used in the sources incorporates viewpoints and ideologies.

[15]

- 3** Explain how economic factors influence the way print and/or online news is produced. 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 different audiences use news (print and/or online) in different ways.

EITHER

Gerbner's Cultivation Theory

OR

Hall's Reception Theory

[10]

Section B**Media Language and Representation**

- 5** Study **Source C** in the Resource Booklet (advert for Old Spice).

Explain how audiences respond to and interpret media representations in adverts.
Use **Source C** to support your answer.

[10]

- 6** Study **Source D** in the Resource Booklet (front cover of *The Big Issue*).

Analyse how far **Source D** challenges genre conventions.

In your answer you must:

- analyse how **Source D** uses media language to challenge (and/or conform to) genre conventions
- make judgements and draw conclusions about how far **Source D** challenges genre conventions.

[15]**END OF QUESTION PAPER**

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