

Tuesday 4 June 2024 – Afternoon

A Level Media Studies

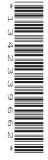
H409/02 Evolving media

Time allowed: 2 hours

You must have:

• the OCR 12-page Answer Booklet

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INSTRUCTIONS

- Use black ink.
- Write your answer to each question in the Answer Booklet. The question numbers must be clearly shown.

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- · 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

Media Industries and Audiences

1 Explain how films are marketed to a variety of audiences, both nationally and globally. Use Disney's *The Jungle Book* (1967 and 2016 versions) in your answer.

In your answer you must also consider how economic contexts can influence the marketing of films. [15]

2 Explain how different audiences interpret and respond to radio shows differently. Use *The BBC Radio One Breakfast Show (R1BS)* in your answer.

[15]

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SECTION B

Long Form Television Drama

In **Question 3**, use your knowledge and understanding from your full course of study, including different areas of the theoretical framework and media contexts.

You have studied **two** long form television dramas: **one** from **List A** and **one** from **List B** below.

Use **both** long form television dramas you have studied to support your answer: **one** from **List A** and **one** from **List B**.

List A	List B
Mr Robot (Season 1, Episode 1)	The Killing / Forbrydelsen (Season 1, Episode 1)
House of Cards (Season 1, Episode 1)	Borgen (Season 1, Episode 1)
Homeland (Season 1, Episode 1)	Trapped (Season 1, Episode 1)
Stranger Things (Season 1, Episode 1)	Deutschland 83 (Season 1, Episode 1)

3* 'Intertextuality is essential for long form television dramas to appeal to both national and international audiences.'

How far do you agree with this statement?

In your response, you must:

- explain the contexts in which long form television dramas are produced and consumed both nationally and internationally
- explain how media contexts may have influenced the use of intertextuality in the set episodes of the two long form television dramas that you have studied
- refer to academic ideas and arguments
- make judgements and reach conclusions about the reasons for similarities or differences in how intertextuality is used to appeal to audiences between the two episodes.
 [30]
- **4** Evaluate the usefulness of **one** of the following theories in understanding long form television drama:

EITHER

Butler's theories of Gender Performativity

OR

Gilroy's theories around Ethnicity and Post-Colonialism.

[10]

END OF QUESTION PAPER

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