



Oxford Cambridge and RSA

**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

### 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****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]**

## 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
<i>Mr Robot</i> (Season 1, Episode 1)	<i>The Killing / Forbrydelsen</i> (Season 1, Episode 1)
<i>House of Cards</i> (Season 1, Episode 1)	<i>Borgen</i> (Season 1, Episode 1)
<i>Homeland</i> (Season 1, Episode 1)	<i>Trapped</i> (Season 1, Episode 1)
<i>Stranger Things</i> (Season 1, Episode 1)	<i>Deutschland 83</i> (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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