



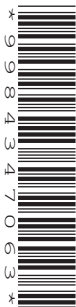
Oxford Cambridge and RSA

**Tuesday 14 May 2024 – Afternoon**

**AS Level Media Studies**

**H009/01 Media today**

**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

## The Media Theoretical Framework

- 1 Explain how cultural contexts can influence music videos.  
Use *Billie Jean* by Michael Jackson to support your answer. [5]
- 2 Analyse how the posters **and** teaser trailer for *Shang-Chi and the Legend of the Ten Rings* construct representations of individuals and social groups. [10]
- 3 Explain how the production, distribution and circulation of video games have been influenced by recent technological change. Use *Animal Crossing: New Horizons* to support your answer. [10]

## SECTION B

## Long Form Television Drama

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

Use **examples** from the long form television drama you have studied.

Long Form Television Dramas
<i>Mr Robot</i> : (season 1, episode 1, June 2015)
<i>Stranger Things</i> : (season 1, episode 1, July 2016)
<i>Atypical</i> : (season 1, episode 1, August 2017)
<i>Killing Eve</i> : (season 1, episode 1, April 2018)

**4\*** 'Long form television dramas rely on intertextuality to appeal to 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:

- explain how long form television dramas use intertextuality to appeal to audiences
- analyse how intertextuality 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 reach conclusions about how far you agree with the statement.

**[20]**

## SECTION C

## News and Online Media

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

To what extent have media technologies influenced the ways meaning is constructed in **Source A** and **Source B**?

In your answer you must:

- analyse and compare the ways in which the meanings in **Source A** and **Source B** have been influenced by media technologies
- use relevant contexts and academic ideas and arguments in your analysis
- draw judgements and conclusions in relation to the question.

[15]

6 Explain how social contexts can influence how newspapers are marketed.  
Use the *Daily Mirror* to support your answer.

In your answer you must:

- consider relevant social contexts that can influence the marketing of newspapers
- use your knowledge and understanding of relevant academic ideas and arguments
- use the *Daily Mirror* as an example of how newspapers are marketed.

[10]

## END OF QUESTION PAPER

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Oxford Cambridge and RSA

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