



Oxford Cambridge and RSA

Monday 19 May 2025 – 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 media language used in **Source A** and **Source B** in relation to political contexts. Use Barthes' theory of semiotics to support your answer. **[10]**

- 2*** **Source A** and **Source B** cover the same news event from two different online news sources, one from a left-wing broadsheet newspaper and one from a right-wing broadsheet newspaper.

How far do the representations in the sources convey values, attitudes and beliefs?

In your answer you must:

- explain how representations in news sources convey values, attitudes and beliefs
- analyse the representations in the sources
- make judgements and reach conclusions about how far the representations in the sources convey values, attitudes and beliefs.

[15]

- 3** Explain how social contexts influence the production and circulation of print and/or online news. 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 online news.

EITHER

- Bandura's Media Effects theory

OR

- Shirky's 'End of Audience' theory

[10]

Section B

Media Language and Representation

- 5 Study **Source C** in the Resource Booklet.

Explain how magazines represent issues, individuals and/or social groups through processes of selection and combination.

Use **Source C** to support your answer.

[10]

- 6 You should have studied **two** music videos: **one** from **List A** and **one** from **List B** below.

List A	List B
Corinne Bailey Rae – <i>Stop Where You Are</i>	Radiohead – <i>Burn the Witch</i>
Lil Nas X – <i>SUN GOES DOWN</i>	Sufjan Stevens – <i>Sugar</i>
Emeli Sandé – <i>Heaven</i>	David Guetta – <i>Titanium</i>

Analyse how effective the use of intertextuality is in creating meaning in **both** music videos you have studied.

In your answer you must:

- analyse the media language in **both** music videos in relation to how intertextuality is used to create meaning
- make judgements and draw conclusions about the effectiveness of the use of intertextuality.

[15]

END OF QUESTION PAPER

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