

Modified Enlarged 24pt
OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Monday 19 May 2025 – Afternoon

A Level Media Studies

H409/01 Media messages

Time allowed: 2 hours
plus your additional time allowance

YOU MUST HAVE:
the Resource Booklet
the OCR 12-page Answer Booklet

READ INSTRUCTIONS OVERLEAF



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 (*).

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 – ‘Stop Where You Are’	Radiohead – ‘Burn the Witch’
Lil Nas X – ‘SUN GOES DOWN’	Sufjan Stevens – ‘Sugar’
Emeli Sandé – ‘Heaven’	David Guetta – ‘Titanium’

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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