



Oxford Cambridge and RSA

Tuesday 13 May 2025 – 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 social contexts can influence video games.
Use *Animal Crossing: New Horizons* in your answer. [5]
- 2 Analyse how the music video *Million Reasons* by Lady Gaga uses media language to create meaning. [10]
- 3 Explain how technological developments in the film industry have influenced the production and distribution of films.
Use *Shang-Chi and the Legend of the Ten Rings* 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 set episode of the long form television drama you have studied to support your answer.

Long Form Television Dramas
<i>Mr. Robot</i> : (season 1, episode 1)
<i>Stranger Things</i> : (season 1, episode 1)
<i>Atypical</i> : (season 1, episode 1)
<i>Killing Eve</i> : (season 1, episode 1)

4* 'Long form television dramas must rely on genre codes and conventions to be successful.'

Discuss how far you agree with this statement in relation to the set episode you have studied.

In your answer you must:

- explain how long form television dramas use genre codes and conventions
- analyse how genre codes and conventions have influenced the set episode you have studied
- use 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 **Source A** and **Source B** in the Resource Booklet.

To what extent do **Source A** and **Source B** use stereotypes to influence audiences?

In your answer you must:

- analyse and compare the ways in which **Source A** and **Source B** use stereotypes to influence audiences
- use relevant contexts and academic ideas and arguments in your analysis
- draw judgements and conclusions in relation to the question.

[15]

6 Explain how political **and** cultural contexts influence how newspapers categorise their audiences. Use *The Daily Telegraph* to support your answer.

In your answer you must:

- consider relevant political **and** cultural contexts that influence how newspapers categorise their audiences
- use your knowledge and understanding of relevant academic ideas and arguments
- use *The Daily Telegraph* to show how newspapers categorise their audiences.

[10]

END OF QUESTION PAPER

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