

# OCR H409 A Level Media Studies Paper 01 Media messages

Sample Question Paper

Time allowed: 2 hours

#### INSTRUCTIONS

- Use black ink.
- Complete 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 consists of **8** pages.

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### **Section A News**

Study Sources A and B and then answer all the questions in Section A.

Source A – front page of Daily Mail newspaper, 9 August 2018.



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Source B – front page of *Daily Mirror* newspaper, 9 August 2018.



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1 Analyse the representations of individuals in Sources **A** and **B**.

[10]

2\* Sources A and B cover the same news event but have different target audiences.

Using Barthes' approach to semiotics, explain what the key messages of these front pages are.

In your answer you must:

- outline what the key messages of these front pages are
- analyse the contrasting use of media language in the sources
- make judgements and reach conclusions about what the key messages are and how they seek to communicate with the target audiences.

[15]

3 Explain how media ownership affects media output. Refer to *The Guardian* and *The Daily Mail* newspapers you have studied to support your answer.

[10]

4 Explain how audiences might respond to newspapers such as either *The Guardian* or the *Daily Mail*. You should refer to theories of of media effects and refer to a newspaper you have studied to support your answer

[10]





### **Section B Media Language and Representation**

**5** To what extent are genre conventions challenged in **one** of the music videos you have studied. Refer to **one** of the music videos you have studied to support your answer.

[10]

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

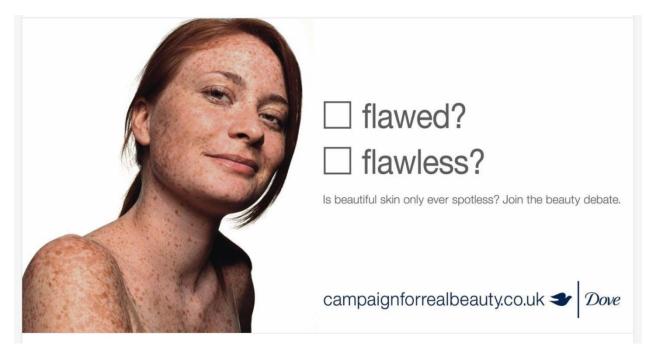
List A	List B
Corinne Bailey Rae – Stop Where You Are	Radiohead – Burn the Witch
Massive Attack – Unfinished Sympathy	Fatboy Slim – <i>Ya Mama</i>
Emeli Sandé – <i>Heaven</i>	David Guetta – <i>Titanium</i>

**Turn over for Question 6** 





#### Source C - poster advertisement, Dove - Campaign for Real Beauty, 2004.



6 Explain how stereotypes about beauty are being challenged in this poster advertisement.

In your answer you must:

- Analyse how stereotypes are being challenged in the source
- make judgements and reach a conclusion about the advantages of this challenge to stereotypes for the Dove brand.

[15]

