

# 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.



<p>■ <b>Remainer MPs attack Johnson for burka comments</b></p>	<p>■ <b>He won't say sorry – and could be disciplined</b></p>	<p>■ <b>But snap poll shows voters don't think he's racist</b></p>		
<p>By <b>John Stevens</b> Deputy Political Editor</p> <p><b>BORIS Johnson's burka broadside plunged the Conservative Party into civil war last night.</b></p> <p>Senior figures called for him to apologise or lose the Tory whip for saying fully-veiled Muslim women resembled letter boxes or robbers.</p> <p>Ruth Davidson, who is seen as a potential rival to Mr Johnson for the party leadership, said questioning the burka was like challenging the rights of Christians to wear a crucifix.</p> <p>But Mr Johnson, who is on holiday, refused to back down. His supporters claim the row is being exploited by Tory Remainers angry at his position on Brexit.</p> <p>As the row ran into a fourth day:</p> <ul style="list-style-type: none"><li>■ A leading Tory Muslim lodged a formal complaint to the party about Mr Johnson, who could face a disciplinary panel.</li><li>■ Former ministers Dominic Grieve and Anna Soubry threatened to quit if he ever became Conservative leader.</li><li>■ Another senior Tory, Baroness Warsi, accused Mr Johnson of potentially inciting hate crime.</li><li>■ A snap opinion poll suggested that most voters backed Mr Johnson's stance, saying he was not a racist.</li></ul> <p>The row began on Monday when the former foreign secretary wrote about the burka in his <i>Daily Telegraph</i> column.</p> <p>Mr Johnson said he was opposed to banning the garment in public places, but added: 'It is absolutely ridiculous that people should choose to go around looking like letter boxes.'</p> <p>'If a constituent came to my MP's surgery with her face obscured, I should feel fully entitled to ask her to remove it. If a</p> <p><b>Turn to Page 4</b></p>			<h1>TORIES AT WAR OVER BURKA ROW BORIS</h1>	

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

mirror.co.uk

**DAILY** FIGHTING FOR YOU  
Thursday, August 9, 2018 75P

**Mirror**

SCREEN LEGEND Kathleen Turner in 1984

**Kathleen: My hell**  
I was a sexual target for Jack Nicholson, Warren Beatty and Michael Douglas..

Strictly sign up Ashley  
EXCLUSIVE: PAGE 9

SEE PAGES 14&15

WAGER Nicholson, Beatty, & Douglas

**GOVERNMENT AT WAR**

**THE PARIAH**

15 top Tories condemn Boris' burka insult as one says it risks 'a race war'

BY ANDREW GREGORY  
PRESSURE was last night mounting on Boris Johnson as furious top Tories turned on him over his burka jibes. At least 15 demanded publicly that he apologise, Baroness Warsi warned his "toxic" remarks could spark "attacks on our streets". FULL STORY: PAGES 4&5



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Subject to availability in selected Extra and Superstores, excluding embedded uniforms. 202 Mumnet users tested the Tesco F&F school uniform range: 82% would buy again and 75% would recommend.

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

Turn over for Question 6

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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]

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