



Oxford Cambridge and RSA

A Level Media Studies

H409/01 Media messages

Practice Paper

Time allowed: 2 hours

You must have:

- OCR 12-page Answer Booklet

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.

Answer **all** the questions.

SECTION A

News

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

Source A – front cover of *The Independent* newspaper, 25 October 2016.

'The Jungle' was a refugee and migrant camp in Calais, France from January 2015 to October 2016.



The
INDEPENDENT

TUESDAY 25 OCTOBER 2016

WWW.INDEPENDENT.CO.UK



Simon Calder

Who's the money on
in the airport race?



Tom Peck

How Brexit skewed
our view of refugees



Grace Dent

The male pill is hard
for me to swallow



Peter Tatchell

Cakegate sets a
worrying precedent

Farewell, Jungle. Hello, uncertain future



An Ethiopian migrant leaves Calais to be transferred to a reception centre as the camp is dismantled

Teachers told to guess children's race for new national database

Concerns as schools also encouraged to record passport numbers

EXCLUSIVE
RACHAEL PELLIS

Schools are being told to guess

the ethnicity of pupils and collect their passport numbers as part of a controversial national schools census, *The Independent* can reveal.

Forms used by schools across England and Wales reveal options for teachers to "ascribe" race if parents choose not to fill in the field.

Source B – front cover of the *Daily Mail* newspaper, 25 October 2016.



Daily Mail

TUESDAY, OCTOBER 25, 2016 www.dailymail.co.uk DAILY NEWSPAPER OF THE YEAR 65p

My dream cure for insomnia!

Dr Michael Mosley reveals all in *Good Health*
STARTS PAGES 36-37

YOU PAY £36M FOR CALAIS CLEAROUT

■ That's what French
will bill us for chaos

■ Final cost for British
taxpayers to hit £118m

BRITAIN will foot a £36million bill to clear out the Jungle migrant camp in Calais.

Home Secretary Amber Rudd said the UK would help pay for the evacuation that started yesterday and for measures to keep the site shut for good.

The UK has already pledged £80million to pay private firms to

By **Vanessa Allen, Glen Keogh**
and **Mario Ledwith** in Calais

patrol ports in northern France for three years. And last month ministers agreed to fund a £2million 'Great Wall of Calais' to stop stowaways getting across the Channel.

Yet charities warn that the outlay of £118million will not stop migrants targeting the French coast.

The first of the estimated 10,000

Jungle residents were transferred to hostels around France yesterday.

With bulldozers ready to go in today:

■ Hundreds gathered in protest, chanting 'UK, UK, UK' and vowing to build a new Jungle;

■ Other migrants said they would return to Calais after being relocated;

■ British police worked to identify UK anarchists intent on trouble;

■ Up to 70 young male refugees arrived

Turn to Page 2



RADIO WAVES THAT KEEP KYLIE YOUNG AT 48

SEE PAGE THREE

Turn over for Question 1

- 1 Analyse the different representations of ethnicity in **Sources A** and **B**.
Apply **one** appropriate theory of representation in your answer. [10]

- 2* **Sources A** and **B** cover the same news event but are from two different newspapers.

How far has the combination of elements of media language influenced meaning in the sources?

In your answer you must:

- explain how the combination of elements of media language influences meaning in newspapers
- analyse how media language has been used to construct meaning in the sources
- make judgements and reach conclusions about how far the combination of elements of media language has influenced meaning in the sources. [15]

- 3 Explain the impact of technological developments and changing economic contexts on the cost for audiences of consuming news. Refer to *The Guardian* and the *Daily Mail* to support your answer. [10]

- 4 Evaluate the usefulness of **one** of the following theories in understanding the extent to which media ownership influences the content of news stories:

EITHER

- Curran and Seaton on power and media industries

OR

- Hesmondhalgh on cultural industries. [10]

SECTION B

Media Language and Representation

Source C – Old Spice advert “Freshest Places” (2011).



- 5 Explain how viewpoints and ideologies are communicated by the media language used in adverts. Refer to **Source C** to support your answer. [10]

Turn over for Question 6

Source D – front cover of *The Big Issue*, 18 July 2016.



Source D features Hillary Clinton, Theresa May, Taylor Swift and Serena Williams – four women making news for their extraordinary political, business and sporting achievements – as an alternative team of ‘Ghostbusters’, representing sisterhood. This is an intertextual reference to the all-female remake of the movie *Ghostbusters* with the (female) social group presented as fixers of a crisis – hence the tagline: ‘Who You Gonna Call? The New Female Frontline’. In the background of the image are icons of political establishments: The White House, Big Ben and the Houses of Parliament. The image of a green ghost floating in the air has the face of Donald Trump embedded within it.

- 6 Analyse how individuals and social groups are represented through processes of selection and combination of text and image in **Source D**.

In your answer you must:

- analyse how media representations are constructed in **Source D** through the selection and combination of text and image
- make judgements and draw conclusions on the effectiveness of the representation of gender and identity through the media form.

[15]

END OF QUESTION PAPER

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Source C: Old Spice advert "Freshest Places", 2011, © Procter & Gamble, www.pg.co.uk.

Source D: Front Cover, *The Big Issue*, no. 1214, 18 July 2016, www.thebigissue.com © 2016 The Big Issue Company Ltd.

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