

Thursday 25th June 2020 Morning

A Level Media Studies

Time allowed: 2 hours



INSTRUCTIONS

**Answer all three questions in Section A
and ONE question from Section B**

The question number(s) must be clearly shown.

INFORMATION

Each question is worth 15 marks

The total mark for this paper is **60**

This paper consists of 6 pages

SECTION A

1 News

Study Sources A and B and then answer question 1

Source A – front cover of *The Guardian*, Wednesday 3 June 2020

Six is company
The new rules of socialising → G2



On the trail of the criminals stealing Britain's history → G2



Wednesday
3 June 2020
£2.20 | €2.70
From £1.75 for subscribers

The Guardian

Starmer warns PM: get a grip or risk second wave of coronavirus

Exclusive Labour leader says Johnson is 'winging it' over easing lockdown

Rowena Mason
Deputy political editor

Keir Starmer has accused Boris Johnson of causing a collapse in public confidence over the government's handling of the coronavirus crisis and warned that No 10 will be directly responsible if the infection rate starts to rise again.

In an interview with the Guardian, the Labour leader launched a stinging attack on the prime minister, accusing him of "winging it" over the easing of the lockdown and making an already "difficult situation 10 times worse".

He also questioned whether the timing of some decisions over the relaxation of the lockdown rules had been taken "to try to deflect attention away from the Cummings affair" - an episode, he said, that showed Johnson was too weak to sack his chief adviser.

In a significant hardening of his language, Starmer said Johnson had to "get a grip" of the crisis. "My (worry) is that after a week or more of mismanagement, I'm deeply concerned the government has made a difficult situation 10 times worse," he said.

"We've called for an exit strategy. What we appear to have got is an exit without a strategy. We want to see society reopen, we want to see more children back at school, obviously people want to see their families and we want to see businesses open.

"But like many people across the country, there is a growing concern the government is now winging it. At precisely the time when there should have been maximum trust in the government, confidence has collapsed," he said.

Starmer blamed the fall in public trust on the "Cummings factor, the sense of one rule for them and one rule for everyone else" - a reference to the furore provoked when the Guardian revealed Johnson's chief adviser had breached the lockdown.

But Starmer also cited "mismanagement" in the

BAME people hit hardest

Pressure to hold public inquiry as report confirms black, Asian and minority ethnic groups suffering worst impact of Covid-19

→ News Page 8

UK virus death toll reaches 50,000

Robert Booth
Pamela Duncan

The UK reached a grim milestone in its battle with coronavirus yesterday as the death toll surpassed 50,000 for the first time, according to official figures.

The tally comes 10 weeks after the country went into lockdown and confirms Britain's status as one of the world's worst-hit countries by a pandemic that has claimed about 375,000 lives globally.

The UK death toll is higher than the worst affected countries in Europe - Italy, France and Spain, according to researchers at Johns Hopkins University, and the number of people killed by coronavirus in the UK since it emerged in China in January is currently surpassed only by America.

The number of deaths registered in England and Wales with confirmed or suspected Covid-19 reached 44,401 by 30 May, according to the Office for National Statistics (ONS), but when more recent figures from statistics authorities in Scotland and Northern Ireland and



Anger grows at Trump's handling of US protests

The US president posed at the Saint John Paul II shrine in Washington yesterday, as protests over police brutality and racial injustice continued following the death of George Floyd. News Page 4 →

Notes: Keir Starmer – the leader of the opposition Labour Party.

BAME = Black, Asian and minority ethnic

Image shows Donald Trump and his wife Melania standing in front of a statue of the pope.

Source B - front cover of *The Sun*, Wednesday 3 June 2020

THE Sun
 Wednesday, June 3, 2020 THE PEOPLE'S PAPER 55p thesun.co.uk
 30p LESS THAN THE DAILY MIRROR

EXCLUSIVE: STAR'S SHOCK REVELATIONS
DAISY..
 'After Strictly, my hair fell out, I didn't sleep... and I ended up in rehab twice'
 SEE PAGES 12 & 13

THREE BOOSTS FOR COVID UK

1 250M PINTS OFF TO PUBS **2 DEATHS AT ZERO 'SOON'** **3 EASYJET'S HOLS PLAN**

TIPPLE WHAMMY!

EXCLUSIVE by BEN LEO
 BRITAIN is heading for a triple victory over Covid-19. Brewers will deliver 250million pints to pubs in the next fortnight with hopes of reopening by the end of the month. Experts also say the UK's weekly excess death rate could soon be at zero — with no coronavirus fatalities at all by July. And in a holiday boost, easyjet intends to fly to three in four destinations by August. Full Story — Pages 4, 5, 6, 7 and 9

Pint sighs... pubs on way back

Notes: Main image shows Daisy Lowe, the 'Strictly Come Dancing' (BBC) star

1 News

Discuss how representations of women, politicians the Covid virus and working class values are constructed on these front pages.

Why are the messages so different in these front pages?

You should try to include references to at least TWO of the following: Liesbet Van Zoonen, Judith Butler, Claude Levi-Strauss Stuart Hall, and George Gerbner.

2 Music Videos

Explain how the media language in music videos helps to communicate key messages and themes, Refer to the TWO music videos you have studied **[15]**

3 Long Form TV Drama

To what extent do you think 'Stranger Things' Episode One is a true representation of American society? **[15]**

- You could mention places, characters and themes.
- Discuss the 1980s context and differences with the present day.
- You should also include relevant academic arguments and ideas – is it fair to talk about 'true representations' in media? Barthes Baudrillard Hall Neale Levi-Strauss
- You could include some ideas about sexism – Van Zoonen, Butler

SECTION B

ANSWER ONE QUESTION ONLY

4a Advertising

In your opinion, of the three adverts you have studied, which one uses media language in the most effective way. Explain the reasons for your choice. [15]

4b Radio One Breakfast Show

How successful is Radio One in attracting and retaining younger audiences? Refer to the Breakfast Show in your answer. [15]

4c The Big Issue



In what ways does this Big Issue front cover and others you have studied help to communicate the message that the magazine is 'an alternative voice with a social conscience'? [15]

4d Minecraft

Explain the success of Minecraft. Refer specifically to digital convergence and the changing patterns of promotion, distribution and consumption. **[15]**

4e Jungle Book

What do differences in production, marketing, distribution and exhibition of films over the years tell us about the changing nature of society and audiences? Refer to the Jungle Book 1967 and 2016 in your answer. **[15]**