

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
TOTAL	



General Certificate of Secondary Education
June 2015

History (Specification A)

91401B

Schools History Project

Unit 1 Option B: Media and Mass Communication Through Time

Monday 1 June 2015 9.00 am to 10.45 am

For this paper you must have:

- a Sources Booklet (enclosed).

Time allowed

- 1 hour 45 minutes

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **three** questions.
You must answer Question 1 from **Section A**, one question from **Section B** and one question from **Section C**.
- You must answer the questions in the spaces provided. Do **not** write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work that you do not want to be marked.

Information

- The maximum mark for this paper is 54.
- The marks for the questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers. All questions should be answered in continuous prose. Quality of Written Communication will be assessed in all answers.
- Spelling, Punctuation and Grammar will be assessed in question 1(d) in Section A. The marks available for Spelling, Punctuation and Grammar (**SPaG**) are shown below the mark allocation for each question.

Advice

- You are advised to spend about 55 minutes on **Section A**, 25 minutes on **Section B** and 25 minutes on **Section C**.



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IB/M/Jun15/E5

91401B

Section A

The Social and Political Impact of the Media and Mass Communication

You **must** answer all parts of this question.

Total marks for this question: 30 marks

Question 1

Study **Sources A, B and C** in the Sources Booklet and then answer all parts of Question 1 which follow. In your answers you should refer to the sources by their letters.

- 1 (a)** What does **Source A** suggest about the social and political impact of the media at the time of the Renaissance and Reformation?

Explain your answer using **Source A** and **your knowledge**.

[4 marks]



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1 (d) Study Source C.

Throughout history there have been many factors which have affected the social and political impact of the media. How important has **science and technology** been in affecting the social and political impact of the media compared to other factors?

Explain your answer using **Sources A, B and C** and **your knowledge**.

[8 marks]
[SPaG 4 marks]



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Section B

The Development of the Media and Mass Communication

Answer **either** Question 2 **or** Question 3 which begins on page 17.

Either

Total marks for this question: 12 marks

Question 2

2 (a) Choose **one** of the developments below:

- the growth of the popular press in the 19th century
- wireless transmissions.

Describe your chosen development.

[4 marks]



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12



or

Total marks for this question: 12 marks

Question 3

3 (a) Choose **one** of the individuals below who contributed to the development of the media:

- Lord Beaverbrook
- Bill Gates.

Describe what your chosen individual did.

[4 marks]

Turn over ►



3 (b) Which of these individuals has had the greater impact on the development of the media?

- Lord Beaverbrook.
- Bill Gates.

Explain your answer. You must refer to **both individuals** in your answer.

[8 marks]



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Section C

Controlling the Mass Media and Mass Communication

Answer **either** Question 4 **or** Question 5 which begins on page 27.

Either

Total marks for this question: 12 marks

Question 4

4 (a) Choose **one** of the organisations below:

- the Church in the Middle Ages
- governments in the 20th century.

Describe how your chosen organisation controlled the media.

[4 marks]



4 (b) Which of these organisations had the greater control over the media?

- The Church in the Middle Ages.
- Governments in the 20th century.

Explain your answer. You must refer to **both organisations** in your answer.

[8 marks]



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2 8

5 (b) In which of these periods was control of the media through censorship more successful?

- Tudor and Stuart Britain.
- The 20th century.

Explain your answer. You must refer to **both periods** in your answer.

[8 marks]



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END OF QUESTIONS

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ANSWER IN THE SPACES PROVIDED**

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