Please write clearly in block capitals.

Centre number | | | | | | Candidate number | | | | |

Surname _____

Forename(s) _____

Candidate signature _____

GCSE
HISTORY

Specification A Unit 1 Option B: Media and Mass Communication Through Time

Monday 6 June 2016 Morning Time allowed: 1 hour 45 minutes

Materials

For this paper you must have:
- a Sources Booklet (enclosed).

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 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 for Spelling, Punctuation and Grammar (**SPaG**) are shown below the mark allocation for each question.

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

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Section A

The Development 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 media and mass communication in the Medieval period?

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

[4 marks]

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1 (b) What differences in media and mass communication are suggested by **Source B**?

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

[6 marks]

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1 (c) Why was media and mass communication different by the time of **Source B**?

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

[8 marks]

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1 (d) Study **Source C**.

Throughout history there have been many factors which have influenced the development of the media and mass communication.
How important has **the role of the individual** been in the development of the media and mass communication 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

Controlling the Mass Media and Mass Communication

Answer **either** Question 2 **or** Question 3 which begins on page 19.

Either

Total marks for this question: 12 marks

Question 2

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

- the Pre-industrial Age, before 1750
- the twentieth century.

Describe how the mass media was controlled during your chosen period.

[4 marks]

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2 (b) During which period was control of the mass media more effective?

- The Pre-industrial Age, before 1750.
- The twentieth century.

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

[8 marks]

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or

Total marks for this question: 12 marks

Question 3

3 (a) Choose **one** of the bullet points below:

- wars during the first half of the twentieth century (for example, the First World War, the Second World War)
- wars during the second half of the twentieth century (for example, the Vietnam War, the Falklands War).

Describe how the mass media was controlled during your chosen period of warfare.

[4 marks]

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3 (b) During which period was control of the mass media more effective?

- Wars during the first half of the twentieth century (for example, the First World War, the Second World War).
- Wars during the second half of the twentieth century (for example, the Vietnam War, the Falklands War).

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

[8 marks]

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Section C

The Social and Political Impact of the Media and Mass Communication

Answer **either** Question 4 **or** Question 5 which begins on page 29.

Either

Total marks for this question: 12 marks

Question 4

4 (a) Choose **one feature** of the media below:

- advertising
- political cartoons.

Describe how your chosen feature had an impact on politics and society.

[4 marks]

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4 (b) Which of these features had the greater impact on politics and society?

- Advertising.
- Political cartoons.

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

[8 marks]

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or

Total marks for this question: 12 marks

Question 5

5 (a) Choose **one** of the individuals below whose work in the media had an impact on society and politics:

- Lord Northcliffe, newspaper publisher
- Hugh Greene, Director-General of the BBC.

Describe the work of your chosen individual.

[4 marks]

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5 (b) Which of these individuals' work in the media had the greater impact on society and politics?

- Lord Northcliffe, newspaper publisher.
- Hugh Greene, Director-General of the BBC.

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

[8 marks]

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END OF QUESTIONS

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