

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 2010

# GCSE History (Specification A)

# 40404B

**Schools History Project**  
**Unit 4 Option B: Media Through Time (Short Course)**

**Wednesday 9 June 2010 9.00 am to 10.20 am**

**For this paper you must have:**

- a Sources Booklet (enclosed).

### Time allowed

- 1 hour 20 minutes

### Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **two** questions.  
You must answer Question 1 from **Section A** which begins on page 2 and **one** question from **either Section B** which begins on page 8 or **Section C** which begins on page 14.
- 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 marks for questions are shown in brackets.
- The maximum mark for this paper is 38.
- 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.

### Advice

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



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M/Jun10/40404B

# 40404B

**Section A**

**The Development of the Media**

You **must** answer this question.

**Question 1**

**Total for this question: 26 marks**

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 media in the Middle Ages? Explain your answer using **Source A** and **your knowledge**.

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(4 marks)









1 (d)

Study **Source C**. It shows a modern form of the media.  
Throughout history the media has developed at different times for different reasons.  
Why was this?  
Explain your answer using **Sources A, B and C** and **your knowledge**.

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**Section B**

**Controlling the Mass Media**

Answer **either** Question 2 **or** Question 3.

Each question has two parts.

Question 3 begins on page 11.

**EITHER**

**Question 2**

**Total for this question: 12 marks**

**2 (a)** Choose **one** of the institutions below which have tried to control the media:

- The Church
- Government

How has your chosen institution tried to control the media?

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**(4 marks)**





**2 (b)**

- The Church
- Government

Which of these institutions has been more successful in controlling the media?  
Explain your answer. Try to refer to both institutions.

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(8 marks)

12

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**Section C**

**The Social and Political Impact of the Media**

Answer **either** Question 4 **or** Question 5

Each question has two parts.

Question 5 begins on page 17.

**EITHER**

**Question 4**

**Total for this question: 12 marks**

**4 (a)** Choose **one** of the key individuals in the history of the mass media below:

- William Cobbett
- Hugh Greene

Describe the work of the key individual you have chosen:

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(4 marks)



- 4 (b)
  - William Cobbett
  - Hugh Greene

Which of these key individuals had the greater social and political impact on people in Britain?

Explain your answer. Try to refer to both key individuals.

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*(8 marks)*

<b>12</b>





**OR**

**Question 5**

**Total for this question: 12 marks**

**5 (a)** Choose **one** of the features of the media in the twentieth century below:

- Public service broadcasting
- The democratisation of the media

Describe the feature you have chosen.

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*(4 marks)*

**Turn over ►**



- 5 (b)**
- Public service broadcasting
  - The democratisation of the media

Which of these features had the greater social and political impact in the twentieth century?

Explain your answer. Try to refer to both features.

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**There are no questions printed on this page**

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ANSWER IN THE SPACES PROVIDED**

