Centre Number			Candidate Number		
Surname					
Other Names					
Candidate Signature					



General Certificate of Secondary Education SPECIMEN FOR JUNE 2013 ONLY

# GCSE History A Schools History Project

40404B

Unit 4 Option B: Media Through Time

Date: Time

### 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, one question from either Section B or Section C.
- You must answer the questions in the space 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 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.
- 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 in *italics* for each question.

### Advice

 You are advised to spend 55 minutes on Section A, 25 minutes on either Section B or Section C. Examiner's Use

Examiner's Initials

Question Mark

1

2

3

4

5

TOTAL

40404B

# Section A

# The Development of the Media

You **must** answer this question.

# Total marks for this question: 30 marks

### **Question 1**

	<b>Sources A</b> , <b>B</b> and <b>C</b> in the Sources Booklet and then answer <b>all</b> parts of Question 1 which in your answers you should refer to the sources by their letters.	ch
1(a)	What does <b>Source A</b> suggest about control of the media in the Middle Ages? Explain your answer using <b>Source A</b> and <b>your knowledge</b> .	
		 (4 marks)

1(b)	What different impression of control of the media is suggested by <b>Source B</b> ? Explain your answer using <b>Sources A</b> and <b>B</b> and <b>your knowledge</b> .
	(6 marks)

1(c)	Why was control of the media different at these times? Explain your answer using <b>Sources A</b> and <b>B</b> and <b>your knowledge</b> .
	(8 marks)

1(d)	Study <b>Source C</b> . Governments' control of the media has changed at different times for different reasons. Why was this? Explain your answer using <b>Sources A</b> , <b>B</b> and <b>C</b> and <b>your knowledge</b> .
	(8 marks)
	(8 marks) SPaG: 4 marks

# **Section B**

# **Controlling the Mass Media**

Answer **either** Question 2 **or** Question 3. Each question has two parts.

EITHE	ER Total marks for this question: 12 marks
Ques	tion 2
2(a)	Choose <b>one</b> of the key individuals in the development of the mass media below.
	<ul><li>Lord Northcliffe</li><li>John Reith</li></ul>
	What did he do?
	(4 marks)

2(b)	Which of these individuals contributed most to the development of the mass media in Britain:
	<ul><li>Lord Northcliffe</li><li>John Reith</li></ul>
	Explain your answer.
	(8 marks)

OR	Total marks for this question: 12 marks
Quest	ion 3
3(a)	Choose <b>one</b> of the factors below that have affected the development of the Media.
	<ul><li>Science and technology</li><li>Government</li></ul>
	Describe the effects of that factor on the development of the Media.
	(4 marks)

3(b)	Which factor has contributed most to the development of the Media:	
	<ul><li>science and technology</li><li>government</li></ul>	
	Explain your answer.	
		•
		•
		•
	(8 marks	;)

# **Section C**

# The Social and Political Impact of the Mass Media

Answer **either** Question 4 **or** Question 5. Each question has two parts.

EITH	ER Total marks for this question: 12 marks
Ques	stion 4
4(a)	Choose one of the important influences on the mass media below.
	<ul><li>Advertising</li><li>Americanisation</li></ul>
	What was its impact on the mass media?

(4 marks)

4(b)	Which of these influences had the greatest impact in Britain:
	<ul><li>advertising</li><li>Americanisation</li></ul>
	Explain your answer.
	(8 marks)

OR	Total marks for this question: 12 marks
Quest	ion 5
5(a)	Choose <b>one</b> of the important historical periods below.
	<ul><li>The Reformation</li><li>The Industrial Revolution</li></ul>
	What important changes in society were happening at that time?
	(4 marks)

5(b)	During which of these periods did the media have most impact on people's lives:
	<ul><li>the Reformation</li><li>the Industrial Revolution</li></ul>
	Explain your answer.
	(8 marks)

# **END OF QUESTIONS**

There are no questions printed on this page			
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