

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 2011

# History (Specification A)

## 40404B

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

Tuesday 7 June 2011 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**, and one question from **either Section B or 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 38
- The marks for 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.

### Advice

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



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M/Jun11/40404B

## 40404B

**Section A**

**Controlling the Mass Media**

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

**Question 1**

**Total marks 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 control of the media in Ancient Egypt?

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

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(4 marks)





**1 (c)** Why was control of the media different at these times?

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

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(8 marks)

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*(8 marks)*

<b>26</b>

**Turn over ▶**



**Section B**

**The Development of the Media**

Answer **either** Question 2 **or** Question 3 which begins on page 11.

**EITHER**

**Question 2**

**Total marks for this question: 12 marks**

**2 (a)** Choose **one** of the key factors below in the development of the media:

- Individuals
- Science and Technology

Describe the effect of this factor on the development of the media.

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(8 marks)

12

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**Section C**

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

Answer **either** Question 4 **or** Question 5 which begins on page 17.

**EITHER**

**Question 4**

**Total marks for this question: 12 marks**

4 (a) Choose **one** of the aspects of society below on which the mass media has had an influence:

- Politics
- Popular culture

Describe the influence of the mass media on this aspect of society.

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(4 marks)



**4 (b)**

- Politics
- Popular culture

On which of these aspects of society has the mass media had more influence?

Explain your answer. Try to refer to both aspects of society in your answer.

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(8 marks)

12







- 5 (b)**
- Printing
  - The internet

Which of these developments has had more influence on society and politics?

Explain your answer. Try to refer to both developments in your answer.

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ANSWER IN THE SPACES PROVIDED**

