

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  
Specimen for June 2015 examinations

# GCSE History A

## Schools History Project

# 91404B

Unit 4 Media and Mass Communication through Time

Option: B

Specimen for June 2015 examinations

**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 42.
- 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 **bold**.

### Advice

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

### Section A

### Controlling the Media and Mass Communication

You **must** answer this 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 control of the media in the Middle Ages? Explain your answer using **Source A** and **your knowledge**.

**[4 marks]**

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1 (b)

What different impression of control of the media is 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 control of the media different at these times?

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

**[8 marks]**

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**Section B**

**The Development of the Media and Mass Communication**

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

**EITHER**

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

**2 (a)** Choose **one** of the key individuals in the development of the mass media below.

- Lord Northcliffe
- John Reith

What did he do?

**[4 marks]**

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**2 (b)**

Which of these individuals contributed most to the development of the mass media in Britain?

- Lord Northcliffe
- John Reith

Explain your answer.

**[8 marks]**

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OR

Total marks for this question: 12 marks

3 (a) Choose **one** of the factors below that have affected the development of the media:

- science and technology
- government

Describe the effects of that factor on the development of the media.

**[4 marks]**

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**3 (b)** Which factor has contributed most to the development of the media?

- science and technology
- government

Explain 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.  
Each question has two parts.

**EITHER**

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

**4 (a)**

Choose **one** of the important influences on the mass media below:

- advertising
- Americanisation

What was its impact on the mass media?

**[4 marks]**

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4 (b) Which of these influences had the greatest impact in Britain?

- advertising
- Americanisation

Explain your answer.

**[8 marks]**

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**OR**

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

**5 (a)** Choose **one** of the important historical periods below.

- the Reformation
- the Industrial Revolution

What impact did the media have on people's lives in your chosen period?

**[4 marks]**

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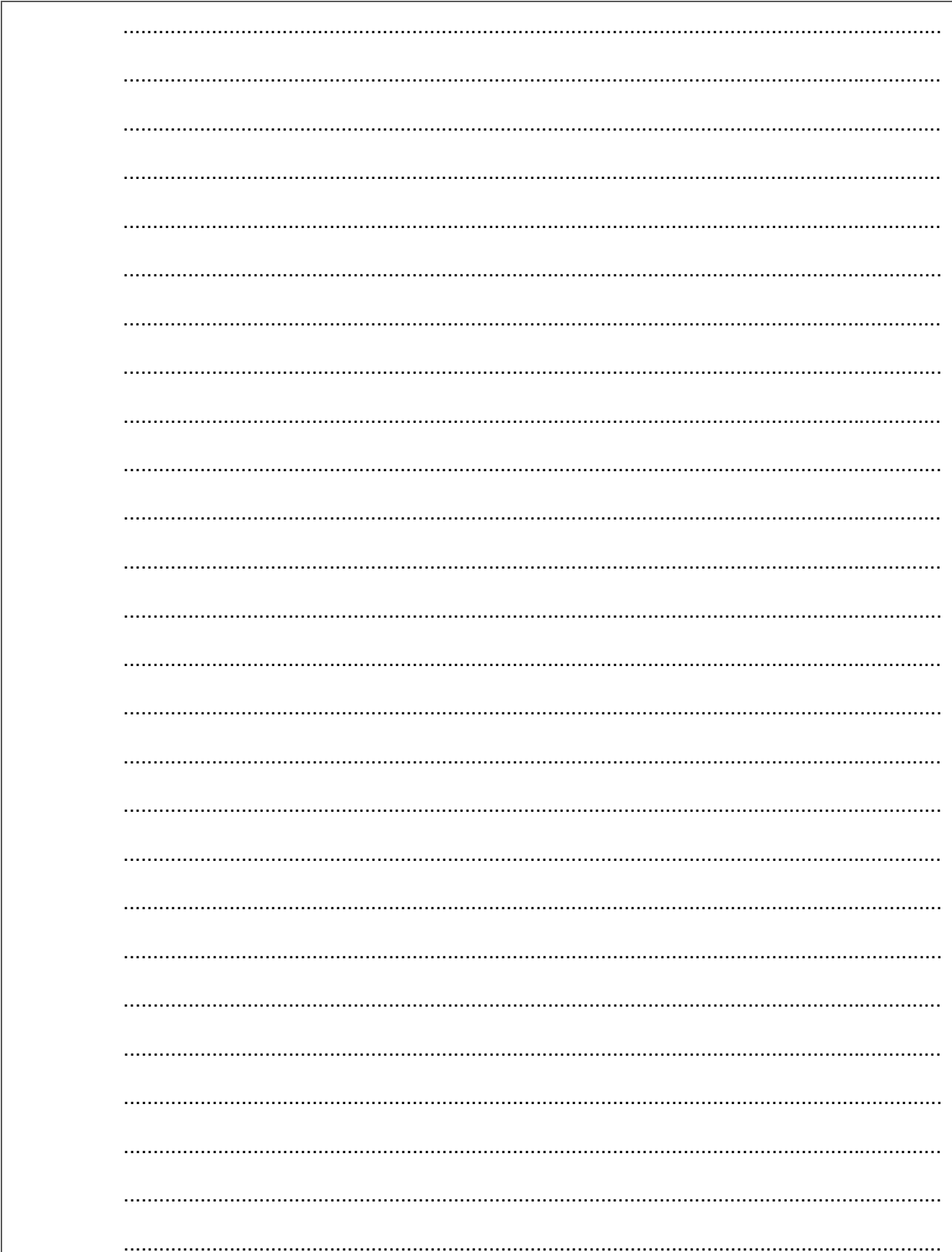
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**END OF QUESTIONS**

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ANSWER IN THE SPACES PROVIDED**