

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
General Certificate of Secondary Education

HUMANITIES
PAPER 2

1939/2

Friday **27 MAY 2005** Afternoon 1 hour 15 minutes

Additional materials:
8 page answer booklet

TIME 1 hour 15 minutes

INSTRUCTIONS TO CANDIDATES

- Write your name, Centre number and candidate number on the answer booklet.
- Answer **all** the sections.
- Answer **all** the questions.
- Write your answers in blue or black ink in the answer booklet.
- Read each question carefully and make sure you know what to do before starting your answer.
- Number your answers clearly.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is 50.
- The paper includes marks for quality of written communication. These will be awarded in your answers to the following questions:

Section A Question 6

Section B Question 7

Section C Questions 12 and 13.

This question paper consists of 8 printed pages.

SECTION A

Answer all the questions in this section.

Analyse and Interpret Different Types of Evidence

Document A

A table has been removed due to third party copyright restrictions

Details:

A table showing the percentage of voters participating in general elections and european elections in the 1990's

Adapted from statistics on Electoral Reform Society website

Document B

A table has been removed due to third party copyright restrictions

Details:

A table showing the results of a survey into peoples attitudes to the importance of voting

Adapted from System Three Poll, February 2000

Document C

**ELECTIONS 2003 – THE CASE FOR
ELECTORAL REFORM GROWS STRONGER**

An extract has been removed due to third party copyright restrictions

Details:

An extract from an Electoral Reform Society Press Release about reform needed to counter low voter turnout in elections

Adapted from Electoral Reform Society Press Release, 2 May 2003

Study Documents A, B and C and answer the following questions.

- 1 State the highest percentage of people who voted in a UK General Election between 1989 and 2001. [1]
- 2 State which elections take place every five years. [1]
- 3 Describe the trend in the percentage of people who voted in both UK and European elections between 1989 and 2001. [2]
- 4 Explain what is meant by the term representative sample . [3]
- 5 Explain how the findings of the representative sample in Document B are linked to the suggestions made by the Electoral Reform Society in Document C. [3]
- 6 'Only a change to a voting system where all votes count will encourage more people to vote in elections.'
Using the documents as evidence, explain to what extent this is true. [6]

[Total: 16]

SECTION B

Answer the following question.

Knowledge and Understanding of Different Research Methodologies

With reference to the information in Documents A, B and C in Section A, answer the following question.

- 7 You have been asked to find out what people think about the voting system used in your area.
- (a) Describe how you could carry out this research. [5]
- (b) Describe the problems that could arise with this type of research. [5]

[Total: 10]

SECTION C

Answer all the questions in this section.

Assess the Reliability and Utility of Evidence and Reach Reasoned Conclusions

Document D

A table has been removed due to third party copyright restrictions

Details:

A table showing the number of complaints received from the Advertising Standards Agency Website.

Adapted from the ASA website

Document E

How Advertising Pays For Newspapers

A table has been removed due to third party copyright restrictions

Details:

A table showing the percentages of income generated by sales and advertising for different types of newspaper

Adapted from the Advertising Association: Student Briefing No. 6

Document F

The Regulation of Advertising

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Details:

An extract from the Advertising Association student briefing, explaining how advertising is regulated and who regulates it

Adapted from the Advertising Association: Student Briefing No. 5

Study Document D and answer the following questions.

- 8 State how many cases were investigated by the ASA in 2001. [1]
- 9 State which year the ASA was busiest with investigations. [1]

Study Document E and answer the following questions.

- 10 Which two types of national newspaper depend most on income from advertising? [2]
- 11 Explain why newspapers would find it difficult to survive without advertising income. [4]

Study Document F and answer the following question.

- 12 A researcher is studying how to control the content of advertising. Explain to what extent this document would be useful to the researcher. [6]

Study Documents D, E and F and answer the following question.

- 13 'It is time to scrap controls on advertising. Few people complain and advertisers do not set out to upset people. If they did, people would not buy their products. These regulations are just not needed!'
- To what extent do you agree and disagree with this statement? [10]

[Total: 24]

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