Centre Number			Candidate Number		
Surname					
Other Names					
Candidate Signature					

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General Certificate of Secondary Education June 2012

History (Specification A)

40401B

For Examiner's Use

Examiner's Initials

Mark

Question

1

2

3

4

5

TOTAL

Schools History Project
Unit 1 Option B: Media Through Time

Tuesday 12 June 2012 1.30 pm to 3.15 pm

For the	าis pa	per yo	ou mu	st have:
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· a Sources Booklet (enclosed).

Time allowed

• 1 hour 45 minutes

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer three questions.
 - You must answer Question 1 from **Section A**, one question from **Section B** and one question from **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 50.
- 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, 25 minutes on Section B and 25 minutes on Section C.



Section A

The Social and Political Impact of 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 how the media was used to influence public opinion at the end of the eighteenth century?
	Explain your answer using Source A and your knowledge.
	(4 marks)



1 (b)	What different ways of influencing public opinion in the twentieth century are suggested by Source B ?
	Explain your answer using Sources A and B and your knowledge .
	(6 marks)



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(8 marks)



1 (d)	Study Source C . Throughout history developments in technology have helped the media influence public opinion.				
	How important have developments in technology been in helping the media influence society and politics compared to other factors?				
	Explain your answer. You may use Sources A , B and C and your knowledge .				



(8 marks)

26



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 developments of the media below:
 - The change from oral to written communication in the Ancient and Medieval worlds (3000BC 1450AD)
 - The growth of the popular press in the nineteenth century.

Describe the development you have chosen.
(4 marks)



2 (b)	Which of these was more important for the development of the media?							
	The change from oral to written communication in the Ancient and Medieval worlds (3000BC – 1450AD) The growth of the popular proces in the pipeteenth century.							
	The growth of the popular press in the nineteenth century.							
	Explain your answer. Try to refer to both developments in your answer.							

9



(8 marks)



OR	
Question 3	Total marks for this question: 12 marks
3 (a)	Choose one of the media below which changed in the twentieth century:
	radiocinema.
	Describe how it changed.
	(4 marks)





3 (b)	In which of these media was there more change?
	radiocinema.
	Explain your answer. Try to refer to both media in your answer.



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	(8 marks)





Section C

Controlling the Mass Media

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

EITHER	
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EITHER	
Question 4	Total marks for this question: 12 marks
4 (a)	Choose one of the individuals below who tried to influence the mass media:
	Josef GoebbelsMary Whitehouse.
	Describe how your chosen individual tried to influence the media.
	(4 marks)



١	Who was more successful in influencing the media?
	A.A. NAULY I
E	Explain your answer. Try to refer to both individuals in your answer.
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	(8 marks)	
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OR		
Questio	n 5	Total marks for this question: 12 marks
5 (a)	Choose one of the periods below:	
	 Tudor and Stuart Britain 1485–1714 Britain in times of crisis in the period 1 	1914–1945.
	How did governments try to control the m	edia during your chosen period?
		(4 marks)





5 (b)	In which of these periods was the government more successful in controlling the media?
	 Tudor and Stuart Britain 1485–1714 Britain in times of crisis in the period 1914–1945.
	Explain your answer. Try to refer to both periods in your answer.







