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EDEXCEL AS AND A LEVEL HISTORY: QUESTIONS BY TOPIC

Option 39.2: Mass media and social change in Britain, 1882–2004

AS and A Level History · Paper 3 · Option 39.2

40 questions · 800 marks · Mark schemes included

Pearson Edexcel AS (8HI0) and A Level (9HI0) History, June 2016 - June 2025

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HOW TO USE THIS BOOKLET

Questions are grouped by specification sub-topic; within each sub-topic they run from the lowest mark tariff to the highest.

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On every question page, click ANSWER in the top-right corner to jump to its mark scheme.

Diagrams, graphs, tables and data are printed exactly as they appeared in the original papers.

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6 questions · 120 marks

47

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2 questions · 40 marks

58

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QUESTIONS

40 questions · 800 marks · grouped by sub-topic, lowest tariff first



ASPECTS IN BREADTH

WOMEN'S LIVES: WORK, FAMILY AND STATUS

8 questions in this sub-topic · 160 marks · lowest tariff first



- 9 'The most significant change to women's employment conditions, in the years 1882–2004, resulted from the National Service Act (1941).'

How far do you agree with this statement?

(Total for Question 9 = 20 marks)



-
- 9 How far do you agree that the most significant change to women's family lives, in the years 1882–2004, resulted from the introduction of Marie Stopes' family-planning clinics from 1921?

(Total for Question 9 = 20 marks)



-
- 9 How far do you agree that organised female protest was the most important factor in improving women's working lives in the years 1882-2004?

(Total for Question 9 = 20 marks)



10 'The ending of the composite tax system (1991) was the key turning point in changing the status of women within the family in the years 1882–2004.'

How far do you agree with this statement?

(Total for Question 10 = 20 marks)



-
- 9 How accurate is it to say that attitudes towards women's roles during the Second World War were the most important feature of the changing lives of British women in the years 1882–2004?

(Total for Question 9 = 20 marks)



- 9 How accurate is it to say that the work of pioneering female campaigners was the most significant factor in the changing status of British women at work and within the family in the years 1882–2004?

(Total for Question 9 = 20 marks)



- 9 'The most significant change to women's employment conditions, in the years 1882–2004, resulted from direct action by female employees.'

How far do you agree with this statement?

(Total for Question 9 = 20 marks)



-
- 9 How far do you agree that the most significant change to women's family lives, in the years 1882–2004, resulted from the introduction of the birth control pill in the 1960s?

(Total for Question 9 = 20 marks)



ASPECTS IN BREADTH

LEISURE PATTERNS AND THE MEDIA

8 questions in this sub-topic · 160 marks · lowest tariff first



10 To what extent was the growth of the film industry in the 1920s and 1930s the key turning point in the development of leisure activities in Britain in the years 1882–2004?

(Total for Question 10 = 20 marks)



10 How far do you agree that increased affluence was mainly responsible for the changing patterns of leisure in the home in the years 1882–2004?

(Total for Question 10 = 20 marks)



10 How far do you agree that the rise of the foreign package holiday was the most significant change in British holidaymaking in the years 1882-2004?

(Total for Question 10 = 20 marks)



-
- 9 How accurate is it to say that, in the years 1882–2004, it was television that had the greatest impact on British leisure patterns?

(Total for Question 9 = 20 marks)



10 How accurate is it to say that the Holiday Pay Act (1938) was the key turning point in the changing nature of excursions and holidays made by the British people in the years 1882–2004?

(Total for Question 10 = 20 marks)



10 How far do you agree that technological innovation was the main reason for changes in British leisure patterns in the years 1882–2004?

(Total for Question 10 = 20 marks)



10 How far do you agree that developments in means of transport were mainly responsible for changing British leisure patterns outside the home in the years 1882–2004?

(Total for Question 10 = 20 marks)



10 How far do you agree that increased household income was the most significant feature in the changing patterns of leisure in the years 1882–2004?

(Total for Question 10 = 20 marks)



ASPECTS IN DEPTH

PRESS BARONS AND THE NEWSPAPERS, 1900-36

7 questions in this sub-topic · 140 marks · lowest tariff first



Opinion over mass media and social change in Britain, 1900-1901

Study Source 2 in the Sources Booklet before you answer this question.

- 2** Assess the value of the source for revealing Lord Northcliffe's attitude to civilian politicians and his view of Lord Kitchener's conduct of the First World War.

Explain your answer, using the source, the information given about its origin and your own knowledge about the historical context.

(Total for Question 2 = 20 marks)



Option 39.2: Mass media and social change in Britain, 1882–2004**Source for use with Question 2.**

Source 2: From editorials written by Lord Northcliffe in the *Daily Mail* newspaper between 19 April and 21 May 1915. Northcliffe is writing after his third visit to the Western Front. Here he is writing about the conduct of the war by politicians and Lord Kitchener, who was a distinguished soldier and had been appointed Secretary for War in 1914.

19th April

There is a growing discontent with a Government that started last August with great popularity and a brave show of militaristic speeches. There is also considerable discontent with the parliamentary opposition which does not help the Government by means of criticism and advice. Unless the Government is accountable and supplied with new ideas and energy from the opposition it will continue to hide itself behind Lord Kitchener. We assert that Lord Kitchener has done as much as mortal man could do in the nine months he has been engaged in an entirely new kind of task. Where he has failed is in not ruthlessly ejecting the 'old gang' with the consequent delay in making the 200,000 shells we want every day. Most seriously he has failed to see that all the factories in the country were capable of producing munitions of war.

20th May

The old relaxed amateurish Governments will not do in times like these. If the result is a patchwork Government, the muddle and consequent grumblings and apprehensions of the last few months will speedily recur. If there is a real National Government it will receive the enthusiastic support of the nation and especially of those upon whom has fallen the ungrateful task of criticism.

21st May

In the dark days when Lord Haldane* showed signs of renewed tinkering with the Army, the *Daily Mail* suggested that Lord Kitchener should take charge of raising the new troops. That part of the work was done as well as anyone could do it; the soldiers are there. How many, nobody knows. What we do know is, that Lord Kitchener has deprived the Army in France of high explosive shells. Those in use are the same kind of shell which he used in the second Boer War in 1900 – a useless weapon in trench warfare. He was warned repeatedly that the kind of shell required was a violently explosive bomb which would dynamite its way through the German trenches and enable our brave men to advance safely. The kind of shells our poor soldiers have been sent have not done their job, and have led to the death of thousands of them. It has brought about a Cabinet crisis and the formation of what we hope to be a National Government.

*Lord Haldane – a former Secretary for War



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- 5** How accurate is it to say that Northcliffe was more responsible than Beaverbrook for Lloyd George's succession to Asquith as Prime Minister in 1916?

(Total for Question 5 = 20 marks)



-
- 5** How accurate is it to say that, in the years 1922–36, Lord Rothermere exercised extensive influence in Britain?

(Total for Question 5 = 20 marks)



-
- 5** 'As a press baron during the First World War, Lord Northcliffe's treatment of Lloyd George was similar to his treatment of Asquith.'

How far do you agree with this statement?

(Total for Question 5 = 20 marks)



Option 39.2: Mass media and social change in Britain, 1882–2004

Study Source 2 in the Sources Booklet before you answer this question.

- 2 Assess the value of the source for revealing the objectives of the *Daily Herald* during the editorship of George Lansbury and the challenges it faced as a national newspaper.

Explain your answer, using the source, the information given about its origin and your own knowledge about the historical context.

(Total for Question 2 = 20 marks)

Option 39.2: Mass media and social change in Britain, 1882–2004

Source for use with Question 2.

Source 2: From the autobiography of George Lansbury, published 1928. Lansbury was the proprietor and editor of the *Daily Herald* newspaper in the years 1913–22.

On a daily basis, we never knew how to pay our bills at the *Daily Herald*. However, we made funds available to assist the protests of the unemployed from the outlying districts of England. It could be said of us that, whenever a strike took place, we were involved. The workers' movement would have hopelessly failed without the *Daily Herald*, and the influence that a daily newspaper published in London gives. There are those who think that a newspaper is judged only by its circulation figures, or that influence is confined to those who have millions of readers. They are not aware that the most influential among Tory newspapers are those with small circulations. In this matter, quality counts as much as money.

Nobody has yet discovered how to compete with the Tory Press and its rich and powerful financial backers. Insurance schemes, stunts and huge advertising all cost large amounts of money. This money has never been available for me or for any other Labour press manager or editor. I think we must continue to do our best with what we have. Poisonous trash is poured out against the interests of the masses in the devious form of news propaganda. This is an attempt by those who use the Press to keep things as they are. Eventually, the growing intelligence of the masses will turn their minds away from this trash.

Exceptional individuals have rescued us. Muriel, Countess de la Warr, sent a substantial sum of money to the *Daily Herald*. She has always been one of the most generous of our friends. There has never been a crisis overcome without her help. She is one of the few titled women who has always supported our movement. She has not only supported the Labour cause, but other worthy movements. These include the women's fight for the right to vote in this country and the struggle to end all wars. In her son, Earl de la Warr, Labour will have secured one of its finest supporters if he serves the Labour movement as wholeheartedly as his mother has served all good causes.

Our work has not failed. On the foundations we have built with so much effort and sacrifice will one day arise a great Press. It will be devoted not to the spread of half-truths and lies but to the real truth.

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Source 1 from: <http://www.lbjlibrary.org/lyndon-baines-johnson/speeches-films/president-johnsons-special-message-to-the-congress-the-american-promise>

Source 2 from: My Life By George Lansbury © Constable and Company Limited



-
- 5** How far do you agree that Lord Beaverbrook played a significant role in the downfall of Asquith's Government in December 1916?

(Total for Question 5 = 20 marks)



-
- 5** 'Beaverbrook was more responsible than Northcliffe for Lloyd George's replacement of Asquith as Prime Minister in 1916.'

How far do you agree with this statement?

(Total for Question 5 = 20 marks)



ASPECTS IN DEPTH

MEDIA AND PROPAGANDA IN THE SECOND WORLD WAR

3 questions in this sub-topic · 60 marks · lowest tariff first



Option 39.2: Mass media and social change in Britain, 1882–2004

Study Source 2 in the Sources Booklet before you answer this question.

- 2** Assess the value of the source for revealing the influence of Lord Haw Haw on his British wartime audience and the attitudes of British people towards him in 1945.

Explain your answer, using the source, the information given about its origin and your own knowledge about the historical context.

(Total for Question 2 = 20 marks)

Option 39.2: Mass media and social change in Britain, 1882–2004

Source for use with Question 2.

Source 2: From an article by Rebecca West in the American *New Yorker* magazine, published September 1945. Rebecca West was a British writer and journalist and was present at the treason trial of William Joyce (Lord Haw Haw).

Joyce was something new in the history of the world. Never before had people known a voice, as if he were a husband or a brother or a close friend, and yet one they had never seen. Here was the familiar unknown that would speak to them only to prophesy death and ruin for them. All of us in England experienced this hideous novelty.

5

It was very difficult not to come across Joyce's broadcasts when tuning into the radio in England during the war. There was a captivating quality about his voice that made it hard not to go on listening. It was a rasping but rich voice, and it was convincing in its confidence. It seemed as if one had better listen and take warning when he suggested that it was the destiny of the people he had left behind in England to die. It was also the destiny of his new masters in Germany to live and conquer. Therefore, his listeners had better change sides and submit. This was often terrible to hear, for the news in the papers confirmed it. He was not only alarming, he was disturbing; he revealed to us a view of a mean life and even of hell.

10

15

Nobody in court felt any emotion when they knew that Joyce was going to die. At no other trial have I seen the jury come back from considering their verdict looking as if they had been out for a cup of tea. Probably every man and woman in court during Joyce's trial had at some time, in the past six years, been in danger of immediate death and had shown, or at least witnessed, great courage.

20

As we came out, I found myself among Joyce's followers, dressed in the black coats they wear in imitation of Hitler. They had wanted people to die, but they had not expected that it would happen to any of them. One of them looked me in the face and cried out in rage. I was not the best person in the world to receive his complaint, as my name had been on the recently-discovered Gestapo* list of persons to be arrested immediately if the Germans invaded this country. Joyce's men walked away from the crowd; no one followed them but, by the time they reached a network of alleys they were running.

25

*Gestapo – Nazi Germany's secret police



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- 6 'During the Second World War, it was Sefton Delmer that made the most significant contribution to British propaganda broadcasting.'

How far do you agree with this statement?

(Total for Question 6 = 20 marks)



-
- 5** How far do you agree that it is the BBC that deserves the greatest credit for raising public morale on the Home Front during the Second World War?

(Total for Question 5 = 20 marks)



ASPECTS IN DEPTH

MEDIA AND SOCIAL CHANGE IN THE 1960S

6 questions in this sub-topic · 120 marks · lowest tariff first



-
- 5** 'Television had a positive influence on race relations and attitudes towards cultural tolerance in Britain in the 1960s.'

How far do you agree with this statement?

(Total for Question 5 = 20 marks)



- 5 How significant was the use of satire by the media in changing popular attitudes to the church in the 1960s?

(Total for Question 5 = 20 marks)



Option 39.2: Mass media and social change in Britain, 1882–2004

Study Source 2 in the Sources Booklet before you answer this question.

- 2 Assess the value of the source for revealing the role of Mary Whitehouse as a campaigner about the media and BBC television's engagement with social issues.

Explain your answer, using the source, the information given about its origin and your own knowledge about the historical context.

(Total for Question 2 = 20 marks)

Option 39.2: Mass media and social change in Britain, 1882–2004

Source for use with Question 2.

Source 2: From a speech made by Mary Whitehouse, 5 May 1964. This speech marked the public launch of the Clean Up TV movement, later renamed the National Viewers' and Listeners' Association (NVALA).

The immediate aim of this campaign is to restore the BBC to its real position of respected leadership of this country. We are not against the BBC; we are for the BBC.

We are for what the BBC has done in the past and needs to do again. It is a public service in a Christian country and as such should lead the people on and up, not down and out. We have a quite incredible situation. We have the Health Minister regretting the shocking rise of sexually transmitted disease and promiscuity. We have the Home Secretary appealing to every town and village for suggestions about controlling lawless youngsters. And we have the Education Minister saying youngsters must be given guidance against sex before marriage and for loyalty within it. However, we have the BBC, an institution overseen by government, constantly putting on programmes that aggravate the very problems that government departments are trying to deal with.

My campaign was born out of frustration at the apparent unwillingness of anyone to accept responsibility for offensive programmes. They offend, not only against public taste, but against the best interests of the nation. There were concerns, for example, over a programme broadcast on 14 July last year, when a doctor defined a considerate boy as one who takes contraceptives with him when he meets his girlfriend. Countless parents were distressed over this. Medical men, trying to find an answer to growing promiscuity and sexually transmitted disease, were exasperated. We recognise that 6 pm until 9.15 pm is a period for family viewing. Well, I think we are being ignored. Last Thursday we sat as a family and saw a programme that started at 6.35 and it was the dirtiest programme I have seen for a very long time.

We find it difficult to understand that those who wield power at the BBC do not take account of the lesson history teaches – that a nation going soft at the centre is ripe for a fall. This isn't a campaign against 'dirty' plays or 'for censorship'; the issue at stake is far greater. Do we want immoral views to control our country and have power over the minds of our children? We get the television – as well as the government – we deserve. We must right this wrong – this is why we have come out to fight!

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- 6 'The most significant impact of film and television on social issues in the sixties was on attitudes towards sexual liberation.'

How far do you agree with this statement?

(Total for Question 6 = 20 marks)



- 6 How far do you agree that the use of satire by the media led to a change in popular attitudes to the monarchy in the 1960s?

(Total for Question 6 = 20 marks)



Option 39.2: Mass media and social change in Britain, 1882–2004

Study Source 2 in the Sources Booklet before you answer this question.

- 2 Assess the value of the source for revealing the role of television advertising in reflecting society and the impact of television's engagement with social issues.

Explain your answer, using the source, the information given about its origin and your own knowledge about the historical context.

(Total for Question 2 = 20 marks)

Option 39.2: Mass media and social change in Britain, 1882–2004

Source for use with Question 2.

Source 2: From 'Yesterday's Britain', a collection of articles published by *Reader's Digest* magazine, 1998. *Reader's Digest* stated that it offered 'knowledge, positivity and humour' on subjects such as health, money and culture. Here the author recalls the impact of watching British television during the 1960s.

Television advertising painted a portrait of a perfect modern Britain. Advertisements presented an image of an ordered society in which life revolved around home and family. Here was a devoted wife, who always used two Oxo cubes to make a gravy that gave a meal 'man appeal'. Then she sat down to watch her husband drown his roast dinner in gravy. Men drove fast cars, smoked cigars and braved terrifying dangers, James Bond-style, 'all because the lady loved Milk Tray' chocolates. 5

Television not only reinforced stereotypes but also changed childhood. Parents found their children spending more time indoors, watching children's programmes. *The Magic Roundabout*, appropriately, appealed to both children and adults. The adults appreciated the barely-concealed glorification of the Swinging Sixties through Dylan, the spaced-out rabbit, and Zebedee, the 'thing-on-a-spring' whose role it was to announce it was time for bed. 10

Television advertising took an even stronger hold on the national consciousness through catchphrases better known than the products they promoted. The device of subverting language to suggest messages to our memories had language teachers despairing, as 'Beanz Meanz Heinz' joined 'drinka pinta milka day' on their most-hated list. 15

Television mirrored society, and no programme provided a clearer reflection of the nation than *Coronation Street*. It prompted a genuine sense of community throughout Britain, since millions watched it and gossiped about it. Elsie Tanner, one of the star characters in the show, was like everybody's next-door neighbour. A programme that cast a more sinister light on Britain was the sitcom *Till Death Us Do Part*, starring Warren Mitchell as the racist bigot, Alf Garnett. It was satire but it was very close to the truth. The extent of racist feeling in Britain became clear after Enoch Powell, a Tory MP, made an inflammatory, widely televised speech. In it, he voiced the fears of many Britons who, twenty years after the arrival of the post-war West Indian immigrants, still felt that to be British meant to be white. Yet, whether the Alf Garnetts liked it or not, Britain was now a multicultural society. 20 25 30



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Acknowledgements:

Source 1 from: <https://www.archives.gov/milestone-documents/plessy-v-ferguson>

Source 2 from: *Yesterday's Britain* © Reader's Digest, 1998



ASPECTS IN DEPTH

THE MEDIA AND THE THATCHER GOVERNMENTS, 1979-90

6 questions in this sub-topic · 120 marks · lowest tariff first



- 6 To what extent did political controls on broadcasters change the BBC and ITV in the Thatcher years (1979–90)?

(Total for Question 6 = 20 marks)



- 6 'The most significant aspect of the British media's coverage of the Falklands War was that they were positive towards the Thatcher government's conduct of the conflict.'

How far do you agree with this statement?

(Total for Question 6 = 20 marks)



- 6 'The launch of Channel 4 was the most important factor in promoting competition in the British media during the Thatcher years.'

How far do you agree with this statement?

(Total for Question 6 = 20 marks)



Open your mass media and social change in Britain, 1900-1990.

Study Source 2 in the Sources Booklet before you answer this question.

- 2** Assess the value of the source for revealing the attempts by the Thatcher governments to control investigative reporting on sensitive political issues and the attitude of her governments towards freedom of the press.

Explain your answer, using the source, the information given about its origin and your own knowledge about the historical context.

(Total for Question 2 = 20 marks)



Option 39.2: Mass media and social change in Britain, 1882–2004**Source for use with Question 2.**

Source 2: From an article written by Howell Raines, published in *The New York Times* newspaper, 19 December 1987. Raines was an American journalist and the newspaper's chief London correspondent. Here he is writing about cases concerning freedom of the press.

In the opinion of journalists and people who believe in civil liberty, the legal actions by the Thatcher Government against the media have resulted in a significant erosion of press freedom in Britain in 1987.

Throughout this year, the Government pursued its efforts to obstruct British news reporting about Peter Wright, a former intelligence agent. Wright claimed 5
in his book 'Spycatcher' that he had uncovered plots, beginning in the 1960s, by the British security forces to overthrow a Labour Prime Minister, Harold Wilson. The Government also passed the Police and Criminal Evidence Act in 1984 and used it to investigate the news and photo libraries of newspapers.

Nine legal cases against the press have been identified by the Press Council, a 10
group financed by the newspaper industry. Kenneth Morgan, director of the Council, said, 'With all these legal actions, Britain is sinking further into the pit where press freedom is barely understood, let alone protected'.

Experts differ on whether this represents a coordinated Government effort to crush the press. But they agree that the plight of the financial journalist, 15
Jeremy Warner of *The Independent* newspaper, illustrates the fragile nature of press freedom and the vulnerability of journalists to Government pressure. If he continues to refuse to tell police inspectors how he got information about corrupt stock market dealing by civil servants, Mr Warner could become the first British journalist in 25 years to go to jail to protect a source of information. 20
He could face up to two years in prison. Under the Contempt of Court Act of 1981, journalists can only protect their sources if their identification is not necessary for national security.

'I'm in an impossible situation, aren't I?' Mr Warner said. 'Either I disclose my sources and do journalism a great deal of harm, or I accept the consequences 25
of not disclosing. I've got to refuse to disclose to maintain my personal integrity.'

Prime Minister Thatcher condemned investigative reporters as 'people who use freedom in order to destroy freedom'. A senior official insists that there is no campaign against the press, but he described Mrs Thatcher as committed 30
to enforcing the laws regulating press activities. The result has been a great increase in restrictions on journalistic enquiry.

As this year comes to an end, there is a real sense of reduced freedom in terms of what the media may do and what they may cover in the UK.

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Source 1 from: <http://newspapers.digitalinc.org/lccn/sn83045120/1940-04-06/ed-1/seq-1/>

Source 2 from: British Press Freedom Erodes Under Thatcher, Critics Say By Howell Raines © The New York Times, December 1987



Option 2: Mass media and social change in Britain, 1900–1990

Study Source 2 in the Sources Booklet before you answer this question.

- 2** Assess the value of the source for revealing the role of the media during the miners' strike (1984–85) and the attitude of the media towards Arthur Scargill.

Explain your answer, using the source, the information given about its origin and your own knowledge about the historical context.

(Total for Question 2 = 20 marks)



Option 39.2: Mass media and social change in Britain, 1882–2004**Source for use with Question 2.**

Source 2: From a weblog by Nicholas Jones, published 7 February 2017. Jones was a BBC industrial and political correspondent during the 1980s. He was named industrial journalist of the year in 1986 for his coverage of the miners' strike. Here he reflects on the role of Arthur Scargill, President of the National Union of Mineworkers.

Arthur Scargill relied on his union's industrial strength, but he was a naturally skilled communicator who had mastered the challenges posed by radio and television. He enlivened strike rallies across the coalfields with speeches regularly interrupted by cheering and applause. His status as the strikers' hero unnerved the news media. Most national newspapers sided strongly with Margaret Thatcher during the pit dispute, and mutual hostility fed through into much of the broadcast coverage. 5

Scargill challenged that established order, mounting highly personalised attacks on political leaders, making arguments that made a positive impact on his target audiences. He connected in a language that his supporters understood. When addressing rallies, he succeeded in strengthening their sense of grievance by personally blaming the journalists in their midst for the constant hostility shown by mainstream media. He seized every opportunity to attack journalists, interviewers and presenters for being biased against the miners, and for always siding with Mrs Thatcher. His aim was to convince miners and their families that the media were part of an establishment conspiracy to assist the new National Coal Board chairman in his plan to close loss-making collieries. 10 15

Scargill was praised by supporters and opponents alike for the speed with which he had become a household name. He was at ease in front of camera, always dominating proceedings. He had mastered the technicalities. In June 1984, at the height of the struggle between picketing miners and the police, he was commissioned by Channel 4 News to prepare his own filmed report outlining the case against pit closures. Scargill took full advantage of the opportunity, and, to his great satisfaction, his report was ready for transmission on the day of the Battle of Orgreave*. After allegedly staging an injury during that day's massive Police operation, he ended up spending the night under observation in hospital. That evening Channel 4 News showed a bedside interview with Scargill and then showed Scargill's filmed report. The presenter, Peter Sissons, ended the news item with the ultimate tribute, 'That report was by Arthur Scargill!'. 20 25 30

I asked if he found it difficult to memorise what he wanted to say to camera. 'You mean my voice-over during the walk-in shot? Oh, that was easy.' Scargill had mastered the jargon of television news production – 'walk-in shot', 'voice-over' – faster than some union leaders memorised their own rule book. 35

*Battle of Orgreave – a violent confrontation between miners on strike and the police



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Source 1 from: *12 Million Black Voices*, By Richard Wright, © Basic Books, 2008

Source 2 from: <https://www.nicholasjones.org.uk/articles/categories/trade-union-reporting/323-hitting-fast-forward-rather-than-play-back-on-miners-strike>



- 6 'During the Thatcher years, the introduction of Channel 4 (1982) was the most significant feature that promoted competition in the British media.'

How far do you agree with this statement?

(Total for Question 6 = 20 marks)



ASPECTS IN DEPTH

THE MEDIA AND NEW LABOUR, 1997-2004

2 questions in this sub-topic · 40 marks · lowest tariff first



Open your mass media and social change in Britain, 1997-2004.

Study Source 2 in the Sources Booklet before you answer this question.

- 2** Assess the value of the source for revealing the role of Alastair Campbell in justifying the government's position on the invasion of Iraq in 2003 and his impact on the attitudes of the media towards the Labour government.

Explain your answer, using the source, the information given about its origin and your own knowledge about the historical context.

(Total for Question 2 = 20 marks)



Option 39.2: Mass media and social change in Britain, 1882–2004**Source for use with Question 2.**

Source 2: From an article in *WSWS*, the World Socialist online newspaper, published July 2003. *WSWS* was owned by a radical left-wing international organisation. Here the author reports on Alastair Campbell's evidence to the Foreign Affairs Select Committee, 25 June 2003.

Alastair Campbell's vicious attack on the BBC and its journalist, Andrew Gilligan, is seen by most observers as a transparent attempt to divert attention from the embarrassing disclosures made during the Foreign Affairs Select Committee investigation into whether the government distorted intelligence to justify war against Iraq.

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The government was being asked to answer for the truthfulness of two intelligence dossiers, one produced in September last year and one in February this year, under Campbell's direct supervision as head of government communications.

Foreign Secretary Jack Straw had acknowledged that the second 'dodgy dossier' – largely plagiarised from a doctoral student's thesis – was a political embarrassment for which Campbell must take responsibility. On top of this, Campbell had been accused by an intelligence source cited by Gilligan, the defence correspondent for Radio 4's *Today* programme, of having 'sexed-up' the first intelligence dossier by claiming that Saddam Hussein could launch weapons of mass destruction at 45 minutes' notice.

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Campbell claimed: 'The allegation against me is that we helped the Prime Minister persuade Parliament and the country to go into conflict on the basis of a lie. I think that is a pretty serious allegation. It has been denied by the Prime Minister, it has been denied by the heads of the intelligence agencies involved, and yet the BBC continue to stand by that story. I think something has gone very wrong with the way that these issues are covered.'

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Campbell used his sustained offensive to throw as much dirt at the BBC as possible in order to shift attention away from the government's dishonesty. As well as provoking a direct fight with the BBC, the government has also alienated many of its usual supporters in the press. The *Independent*, *Guardian*, *Observer* and the *Mirror* have all criticised Campbell for attacking the BBC and opinion pieces have been published supporting Gilligan's central contention that the security services were unhappy with the government's use of intelligence.

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The strategy is immensely risky. To seek to destroy the reputation of the BBC – the leading domestic and international voice of the British ruling class – is not the best political strategy ever chosen. Previous governments, particularly the Conservatives under Margaret Thatcher, have accused the BBC of bias, ironically in favour of Labour, but they never backed it into a corner in the way Campbell has done.

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- 6 'The Hutton Inquiry (2003) had a highly significant impact on the relationship between the Labour Government and the BBC.'

How far do you agree with this statement?

(Total for Question 6 = 20 marks)



MARK SCHEMES

official Pearson Edexcel mark schemes



Question	Indicative content
9	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about whether the most significant change to women's employment conditions in the period 1882-2004 resulted from the National Service Act, 1941. Arguments and evidence that the most significant change to women's employment conditions in the period 1882-2004 resulted from the National Service Act, 1941 should be analysed and evaluated. Relevant points may include: ☐ There was profound change. In the 1930s, a woman's place was in the home, a man's place at work. As a result of the Act, women worked in key areas like munitions factories, civil defence, nursing and transport ☐ The entry of women into occupations which were regarded as highly skilled and as male preserves renewed debates about equal pay ☐ Some limited agreement on equal pay was reached that allowed equal pay for women where they performed the same job as men had 'without assistance or supervision' ☐ Trade unions, campaigners and some women parliamentarians took up the issue of personal injuries at work and despite initial government opposition to this demand, equal rates were introduced in April 1943 ☐ State funding was provided to establish 1345 wartime nurseries, a huge increase from the 14 such nurseries which existed in 1940. Arguments and evidence that the National Service Act, 1941 did not bring about the most significant change to women's employment conditions and/or other developments were more significant should be analysed and evaluated. Relevant points may include: ☐ The Act was limited in scope: most employers managed to circumvent the issue of equal pay, and women's pay remained on average 53% of the pay of the men they replaced ☐ The gains made during the Second World War proved transitory as women were demobilised from 'men's work' to make way for the returning servicemen ☐ ☐ ☐ ☐ ☐ ☐ The postwar welfare state created many job opportunities in what was seen as 'women's work' e.g. the NHS for nurses, midwives, cleaners and clerical staff ☐ ☐ ☐ ☐ ☐ ☐ The Bryant and May matchgirls' strike (1888) empowered women in trade disputes. Without that any victories women achieved from the 1941 Act could not have occurred ☐ ☐ ☐ ☐ ☐ ☐ World War I opened up many new job opportunities for women in jobs hitherto seen as 'men's work' ☐ The Sex Disqualification Act of 1919 had great significance; it made it easier for women to go to university and enter the professions. Middle class women benefited from increased job opportunities ☐ In the Sex Discrimination Act, 1975 women were to have equal treatment in education, housing and employment. This was wider than just equal pay in the workplace, which was the principal aim following the 1941 Act. Other relevant material must be credited.

Question	Indicative content
9	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about whether the most significant change to women's family lives, in the years 1882–2004, resulted from the introduction of Marie Stopes' family-planning clinics from 1921. Arguments and evidence that the most significant change to women's family lives, in the years 1882–2004, resulted from Marie Stopes' family-planning clinics should be analysed and evaluated. Relevant points may include: • Stopes' clinics broke down a long-standing taboo, that information about birth control should not be discussed, and should be banned under obscenity laws. New knowledge changed women's family lives • Stopes' book, <i>Married Love</i> (1918), was a bestseller. Challenging the ignorance women had of their own sexuality, it made them more likely to support her clinics and to take the initiative in changing family life • The Mothers' Clinic and its successors offered free birth-control devices, and education to married women who were supported by midwives. This helped to popularise birth control, changing women's lives significantly • As the Mothers' Clinic was situated in a working-class area of London, it changed the lives of women most likely to have large families and encouraged other initiatives, such as the Workers' Birth-Group (1924) • Stopes' clinics were the pioneering origin of the National Birth-Control Council (1930), whose aim was to change lives by spacing or limiting families to mitigate the evils of ill health and poverty. Arguments and evidence that Marie Stopes' family-planning clinics were <i>not</i> the most significant change to women's family lives, and/or that other factors were more important, should be analysed and evaluated. Relevant points may include: • The use of birth-control clinics was preferred mainly by middle-class women and a Mass Observation report in 1945 showed that the vast majority of women remained ignorant of measures they could take • The Cambridge Birth-Control Clinic inspired by Stopes found that half of its patients had not actually used the methods taught there, often because they remained unsure how to fit the cervical cap • It was the Pill, from 1961, that really changed women's family lives by putting them firmly in control of delaying, spacing or limiting families, as well as being offered regardless of marital status, without charge from 1974 • The 1882 Married Women's Property Act undermined coverture, now allowing women to keep previously-owned property within married family life rather than surrendering it to their husbands • There was profound long-term change to women's family lives in two world wars. At other times, until the 1960s, a woman's place was in the home, a man's place at work. Women's war work radically altered this position • The decline of heavy industry, especially in the late twentieth century, changed women's family lives by seeing many moving into the economy as the main breadwinner. Other relevant material must be credited.



Question	Indicative content
9	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about how far organised female protest was the most important factor for improving women's working lives in the years 1882-2004. Arguments and evidence that the most important factor for improving women's working lives in these years was organised female protest should be analysed and evaluated. Relevant points may include: • Organised direct action was sometimes successful in improving work conditions in the late 19th century, e.g. the Bryant and May matchgirls' strike (1888) • The National Federation of Women Workers helped to persuade the Liberal Government to pass the Trades Board Act (1909), sometimes doubling minimum pay in some predominantly female trades • The Dagenham Ford car factory strike (1968) and the National Joint Action Campaign Committee for Women's Equal Rights, highlighted unequal pay and led to the Equal Pay Act, 1970. Arguments and evidence that organised female protest was not important and/or other factors were more important for improving women's working lives should be analysed and evaluated. Relevant points may include: • Organised female protest was not always successful. Despite the need for women's industrial labour in the First World War, the Women's War Workers Committee's call for equal pay for equal work was ignored • The Sex Disqualification Act (1919) had great significance; it made it easier for women to go to university and enter the professions. Middle-class women benefited from better job opportunities, improving working lives • Improvements in women's working conditions were often brought about by government legislation not pressurised by direct action, e.g. the Holiday Pay Act (1938) gave many women one week's paid holiday a year • By 1939 there were women MPs who were able to address specifically female working issues. In 1940 Nancy Astor set up the Women Power Committee to promote improvements in women's working lives • Membership of the EEC (later EU) from 1973 enforced changes in favour of women in the workplace, e.g. the 2000 EU regulations on part-time workers, the majority of whom were women. Other relevant material must be credited.

Question	Indicative content
10	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about the accuracy of the statement that the ending of the composite tax system (1991) was the key turning point in changing the status of women within the family in the years 1882-2004. Arguments and evidence supporting the statement that the ending of the composite tax system was the key turning point in changing the status of women within the family in these years should be analysed and evaluated. Relevant points may include: • The composite tax system, whereby banks and building societies deducted a composite rate of tax on a couple's savings, was abolished in 1991, allowing women more independence and freedom from their partners • Couverture remained embedded in British law by way of the tax system, until the tax changes of 1991. Separate taxation of married men and women ended this key anomaly • Before the tax reform, the taxation of most married women was generally inconsistent with their role in society as their income was taxed jointly with their husband's income • The tax reform of 1991 took five million married women out of the tax system, a recognition of their key role as homemakers and their unpaid domestic work • In the years after 1991, many women did not pay tax on savings interest as they earned less than the tax-paying income threshold; thus they were making a greater contribution to making family ends meet than before.

Arguments and evidence contradicting the proposition that the ending of the composite tax system was the key turning point should be analysed and evaluated. Relevant points may include:

- The Married Women's Property Act (1882) was a turning point because it enabled married women to keep property they had owned before marriage and use it for their own purposes
- The work of Marie Stopes helped to free women from a subordinate sexual role. The increasing importance of birth control helped women to be decision makers within the family
- The advent of the contraceptive pill from 1961 was a marked turning point in women's rights within the family, enabling married women to play the significant role in delaying motherhood and sustaining working careers
- The impact of the Abortion Law Reform Act (1967) on women was profound, e.g. the right to abortion meant they could choose to complete their education and pursue higher-earning careers
- The advent of the women's movement in the 1960s was a key turning point because feminists helped to shift expectations about what was acceptable in the home, e.g. challenging women's magazine stereotypes.

Other relevant material must be credited.

Question	Indicative content
9	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about how accurate it is to say that attitudes towards women's roles during the Second World War was the most important feature of the changing lives of British women in the years 1882-2004. Arguments and evidence supporting the statement to say that attitudes towards women's roles during the Second World War was the most important feature of the changing lives of British women in these years should be analysed and evaluated. Relevant points may include: • The change in attitude during the Second World War led to great change in women's lives. At other times, until the 1960s, women's place was in the home, men's place at work. Women's war work gave them independence • With men away during the Second World War, many unmarried women were allowed a much greater freedom as attitudes towards the importance of their role in civic society changed, e.g. WVS, civil defence, land army • The 1941 National Service Act changed attitudes and enabled women to take on work traditionally seen as male occupations, adding to their personal esteem and often enriching their working lives • The practical demands of the Second World War loosened conservative attitudes towards women's roles, which led to profound changes in social customs, leading to (e.g.) increased casual encounters with men. Arguments and evidence contradicting the statement to say that attitudes towards women's roles during the Second World War was the most important feature of the changing lives of British women in these years should be analysed and evaluated. Relevant points may include: • The 1882 Married Women's Property Act profoundly changed personal lives by undermining coverture, allowing women to keep previously-owned property within married life, rather than surrendering it to their husbands • With men away during the First World War, many unmarried women were allowed a much greater freedom as attitudes towards their war work changed. Many were being labelled as 'flaming flappers' before the 1920s • The Sex Disqualification (Removal) Act (1919) made it easier for women to go to university and enter the professions. Middle-class women benefited from better job opportunities, improving personal choices • The Equal Pay Act (1970) changed women's working lives by improving earning capacity and recognition of their contribution • The decline of heavy industry, especially in the late twentieth century, changed women's lives by seeing many moving into the economy as the main breadwinner. Other relevant material must be credited.



Question	Indicative content
9	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about how accurate it is to say that the work of pioneering female campaigners was the most significant factor in the changing status of British women at work and within the family in the years 1882-2004. Arguments and evidence supporting the judgement that the work of pioneering female campaigners was the most significant factor in the changing status of British women at work and within the family in these years should be analysed and evaluated. Relevant points may include: • The work of Annie Besant was significant as the Bryant & May dispute was the first strike by unorganised women workers to gain national publicity. It was successful, helping to inspire union status for women all over the country • Mary Macarthur pioneered the National Federation of Women Workers (NFWW), persuading the government to pass the Trades Board Act (1909), raising women's status by doubling minimum pay in some mainly female trades • Marie Stopes' clinics were the pioneering origin of the National Birth-Control Council (1930), whose aim was to raise women's status in the family by spacing or limiting families to mitigate the evils of ill health and poverty • By the 1930s, there were women MPs who were able to address specifically female working status. In 1940, Nancy Astor pioneered the Women Power Committee to promote improvements in women's working lives • It was four pioneering campaigners who organised the Dagenham Ford car factory strike (1968) and the National Campaign Committee for Women's Equal Rights, highlighting unfair pay and leading to the Equal Pay Act, 1970. Arguments and evidence contradicting the judgement that the work of pioneering female campaigners was the most significant factor in the changing status of British women at work and within the family in these years should be analysed and evaluated. Relevant points may include: • The 1882 Married Women's Property Act profoundly changed women's status by undermining coverture, allowing women to keep previously-owned property within married life rather than surrendering it to their husbands • With men away during the First World War, many unmarried women were allowed a much greater freedom as attitudes towards their war work changed. Many were accorded the status of 'flaming flappers' by the 1920s • The Sex Disqualification Act (1919) had great significance; it made it easier for women to go to university and enter the professions. Middle-class women benefited from better job opportunities, improving their career status • Changes in technology, e.g. typewriters and telephones, gave women greater job opportunities • The practical demands of the Second World War loosened conservative attitudes towards women's roles, which led to profound changes in social status, leading, for example, to increased casual encounters with men • It was the availability of the contraceptive pill on the NHS from 1961, that improved women's status in the family by putting them firmly in control of delaying, spacing or limiting families • Membership of the EEC (later EU) from 1973 enforced changes in favour of women's status in the workplace, e.g. the 2000 EU regulations on part-time workers, the majority of whom were women.

	Other relevant material must be credited.
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Question	Indicative content
9	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about how accurate it is to say that the most significant change to women's employment conditions, in the years 1882-2004, resulted from direct action by female employees. Arguments and evidence supporting the judgement that the most significant change to women's employment conditions, in the years 1882-2004, resulted from direct action by female employees should be analysed and evaluated. Relevant points may include: • The matchgirls were significant as the Bryant & May dispute was the first strike by non-unionised women workers to gain national publicity. It was successful, helping to inspire union status for women all over the country • Brenda Webber, of the union IPCS, led a strike of around 5,000 government scientific assistants over pay, most of whom were women. The strike (1961) gained national attention for the equal pay movement • It was four pioneering employee campaigners who organised the Dagenham Ford car factory strike (1968) and the National Campaign Committee for Women's Equal Rights, leading to less unfair factory pay and conditions • In 1976, in a protest exposing racism, ageism, misogyny and industrial exploitation of immigrant workers, Jayaben Desai led female employees at the Grunwick Film Processing laboratories towards greater diversity for all. Arguments and evidence challenging the judgement that the most significant change to women's employment conditions, in the years 1882-2004, resulted from direct action by female employees should be analysed and evaluated. Relevant points may include: • Suffragist Mary Macarthur pioneered the National Federation of Women Workers (NFWW), persuading the government to pass the Trades Board Act (1909), doubling minimum pay in some mainly female trades • Pressure groups, e.g. the Anti-Sweating League and the National Federation of Women Workers, helped to persuade the government to pass the Trades Board Act (1909), doubling minimum pay in some trades • Wartime was significant: as a result of two World Wars, women worked in key areas like munitions factories, civil defence, nursing and transport • Organised union activity sponsored by Labour MPs during the Second World War was significant: women's pay and equal compensation for men and women suffering work injuries were improvements they drove forward • The actions of government were significant in the Sex Discrimination Act, 1975, under which women were to have equal treatment in employment, among other areas • Membership of the EEC (later EU) from 1973 enforced changes in favour of women's status in the workplace, e.g. the EU regulations of 2000 on part-time workers, the majority of whom were women. Other relevant material must be credited.

Question	Indicative content
9	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about how accurate it is to say that the most significant change to women's family lives, in the years 1882–2004, resulted from the introduction of the birth control pill in the 1960s. Arguments and evidence supporting the judgement that the introduction of the birth control pill in the 1960s was the most significant change to women's family lives in these years should be analysed and evaluated. Relevant points may include: • It was the availability of the contraceptive pill on the NHS from 1961, that improved women's status in the family by putting them firmly in control of delaying, spacing or limiting families • The pill enabled women to make choices as part of a work/family life balance, e.g. to seek a career as well as marrying • After the Family Planning Act (1967) extended contraceptive services to all women, there were new dynamics to family life, such as reducing the pressure to marry to have sex - many couples turned to co-habiting • There were some negative impacts on family life. When the health risks of the pill came to the attention of women, many were furious. Feminists now saw the pill as yet another example of patriarchal control over women's lives. Arguments and evidence contradicting the judgement that the introduction of the birth control pill in the 1960s was the most significant change to women's family lives in these years should be analysed and evaluated. Relevant points may include: • During the 1960s (despite the 1967 Act), the impact of the pill was limited, prescribed mainly only to older women who already had a family and did not want to add to it. Doctors didn't want to appear to encourage promiscuity • The 1882 Married Women's Property Act undermined <i>couverture</i>, now allowing women to keep previously-owned property within married family life rather than surrendering it to their husbands • The work of Arthur Newsholme as Principal Medical Officer, 1908–18, was important in dealing with motherhood and child-welfare within the family unit, especially through the introduction of maternity clinics • Marie Stopes' clinics were the pioneering origin of the National Birth-Control Council (1930), whose aim was to raise women's status in the family by spacing or limiting families to mitigate the evils of ill health and poverty • There was profound long-term change to women's family lives in two World Wars. At other times, until the 1960s, a woman's place was in the home, a man's place at work. Women's war work radically altered this position • The decline of heavy industry, especially in the late twentieth century, changed women's family lives by seeing many moving into the economy as the main breadwinner • Membership of the EEC (later EU), from 1973, enforced changes in favour of women moving from family homemaker roles into employment, e.g. the EU rules, in 2000, on part-time workers, the majority of whom were women.

	Other relevant material must be credited.
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Question	Indicative content
10	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about the extent to which the growth of the British film industry in the 1920s and 1930s was the key turning point in changing leisure activities in the years 1882–2004. Arguments and evidence that the growth of the British film industry in the 1920s and 1930s was the key turning point in changing leisure activities in the years 1882–2004 should be analysed and evaluated. Relevant points may include: ☐ For the urban working class American films, which often tackled social issues, offered a breath of fresh air from the rigid British class system and they attended cinemas in great numbers for the first time ☐ Growth of production facilities was matched by a spectacular cinema building programme - this was a key change, as musical hall gave way to the silver screen in capturing peoples' leisure activities ☐ The cinema had particular appeal to British women and children, whose pleasure before this period had been mainly confined to the household. Popularity of romance in film ensured this change was sustained ☐ The 1930s was a boom time for British pictures. Gracie Fields and others emerged as British film stars. As more attended these films, fewer attended the pub and consumption of alcohol was less of a focus for leisure activities. Arguments and evidence that the growth of the British film industry in the 1930s was not responsible for changing leisure activities, and/or that there were more significant turning points in the years 1882–2004 should be analysed and evaluated. Relevant points may include: ☐ Cinema-going in Britain was a mainly working class habit and women and children dominated that sub-group. Others' leisure pursuits were less changed by it ☐ The boom years of British film were short-lived. Over-extension of finances and reckless speculation led to a slump in 1937 ☐ The railway revolution aided the growth of attendance at sporting events in Britain from the beginning of the period and throughout ☐ The Holiday Pay Act of 1938 gave poorer British workers one week's paid holiday a year. This was a key turning point for leisure ☐ An increase in disposable income for Britons, partly due to an increase in female employment after World War II and increasingly from the Sixties, had a great effect on the development of new leisure activities ☐ The development of the television and the internet in British homes enabled a wide range of home-based entertainment. These proved to be more enduring turning points. Other relevant material must be credited.

Question	Indicative content
10	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about the extent to which increasing affluence was mainly responsible for changing leisure opportunities in the home in the years 1882–2004. Arguments and evidence that increased affluence was mainly responsible for the changing patterns of leisure in the home in the years 1882–2004 should be analysed and evaluated. Relevant points may include: - Increasing affluence enabled people to take advantage of new home leisure technologies from phonographs in the 1880s through television in the 1950s to the internet in the 2000s - Increasing affluence combined with a boom in new house building from 1918 led to purchases with better plumbing, gardens and furnishings, helping to make domestic leisure more comfortable and attractive - The rise in average disposable incomes has enabled more people to indulge in collection hobbies - Increasing affluence enabled people to take advantage of DIY, a way for the working man to use leisure time to retain personal fulfilment in the age of deskilled mass production, especially from the 1950s - Increasing affluence in some sections of society resulted in greater disposable income to be spent on home leisure opportunities, especially as women increasingly provided a second income from the 1960s - Some historians have called the era from 1950 to 1975 the golden era of western capitalism, unique in British history. Real wages surged ahead, increasing spending on domestic entertainment. Arguments and evidence that increased affluence was <i>not</i> mainly responsible for the changing patterns of leisure in the home, and/or that there were more significant issues in the years 1882–2004, should be analysed and evaluated. Relevant points may include: - Increased affluence contributed far more to leisure activities <i>away</i> from home, e.g. adventure holidays, with the affluent taking advantage of a revolution in transportation from railways to car and air travel - Changes in competition hobbies were not driven by affluence. Cheaper chess sets enabled working-class participation and relatively cheap board games grew in popularity as modern classics were invented from the 1930s - The increasing knowledge about, and availability of, contraception from the 1920s resulted in smaller family sizes freeing money for domestic leisure. This was more about budgeting with modest means rather than affluence - The Holiday Pay Act of 1938 gave poorer workers one week's paid holiday a year. This was a key turning point for domestic leisure - Increasing domestication provided far more opportunities for leisure in the home. From the 1960s men began to enjoy drinking at home rather than at the pub. Off-licence sales increased from 2% to 20%, 1960–90 - The development of the internet enabled a wide range of new home-based entertainment. This had almost universal appeal not especially linked to affluence.

	Other relevant material must be credited.
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Question	Indicative content
10	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement on whether the rise of the foreign package holiday was the most significant change in British holidaymaking in the years 1882-2004. Arguments and evidence that the rise of the foreign package holiday was the most significant change in British holidaymaking in these years should be analysed and evaluated. Relevant points may include: • The foreign package holiday phenomenon was so significant that Parliament passed the Development of Tourism Act (1969), setting up the British Tourist Authority to reverse the fall in domestic holidays • The foreign package holiday caused a dramatic rise to 6 million in the number of Britons taking foreign holidays from the 1970s onwards • Foreign package holidays resulted in a slump in the domestic seaside tourist industry • The rise of popular, relatively cheap foreign package holidays was significant in changing holiday behaviour, especially in nightclubs, with a reputation among young Britons for alcohol-fuelled rowdiness • Package holidays were significant in dramatically changing holiday food and drink menu choices, with wine, lager, Greek and Italian food growing in popularity, later also affecting domestic holiday menu choice. Arguments and evidence that the rise of the foreign package holiday was <i>not</i> a significant change in British holidaymaking, and/or that there were more significant changes in the years 1882-2004, should be analysed and evaluated. Relevant points may include: • The package holiday phenomenon was declining by 2004 and probably cannot be seen as a significant lasting change in the way that, for example, mass participation in seaside holidays became from the 1880s • The most fundamental change in British holidaymaking was the move from simply a break from work towards the idea of travel and leisure, facilitated by bank holidays and half-days from the late 19th century • Relatively cheap rail travel brought about a sudden rise in domestic seaside holidaymaking in the Edwardian period. Many workers and their families holidayed several miles away from home for the first time • The Holiday Pay Act of 1938 gave poorer workers one week's paid holiday a year. This was of key significance for the scale of domestic holidaymaking • The growth of cheaper long-haul flights by entrepreneurs such as Freddie Laker and Richard Branson saw the most dramatic change in widening the choice of holiday destinations, making them truly global. Other relevant material must be credited.

Question	Indicative content
9	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about the accuracy of the view that, in the years 1882-2004, it was television that had the greatest impact on British leisure patterns. Arguments and evidence supporting the statement that it was television that had the greatest impact on British leisure patterns should be analysed and evaluated. Relevant points may include: • After the Second World War, terrestrial television accentuated the domestication of leisure; in the mid-1970s the Central Statistics Office found that adults spent a quarter of their leisure time watching television • From the 1950s, television completely changed children's leisure time by bringing Saturday morning cinema content into the home and making such material available on weekday evenings • The extension of television to satellite companies from the late 1980s encouraged a widening of leisure interests as single-interest channels began to develop • From 1992, satellite TV increased sports coverage, bringing great changes to audience participation, presenting minority sports and encouraging more people to attend live sports, especially football and rugby. Arguments and evidence contradicting the statement that it was television that had the greatest impact on British leisure patterns should be analysed and evaluated. Relevant points may include: • Working hours fell between 1882 and 2004 owing to trade union pressure. This enabled workers gradually to adopt a five-day week, increasing the proportion of recreation time and increasing weekend leisure breaks • Transport innovations impacted upon outdoor leisure throughout the period, from the invention of the safety bicycle, through increasing car ownership, to the growth of package holidays via low cost air travel • Cinematography, including the invention of 'talkies' revolutionised leisure activities, particularly in the inter-war period, by moving enjoyment of entertainment time away from the home and the public house

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| | <ul style="list-style-type: none">• From the 1920s, radio had a wider reach than cinema and had already promoted the domestication of leisure, by popularising music, sport and drama, before the advent of television• Government action was responsible for occasional major changes in leisure, e.g. the Holidays With Pay Act (1938) led to a large post-war increase in weekly and fortnightly family holidays• By 2004, the internet was changing leisure patterns, e.g. through a decline in interaction with the family. |
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Other relevant material must be credited.



Question	Indicative content
10	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about how accurate it is to say that the Holiday Pay Act (1938) was the key turning point in the changing nature of excursions and holidays made by the British people in the years 1882-2004. Arguments and evidence supporting the statement that the Holiday Pay Act (1938) was the key turning point in the changing nature of excursions and holidays made by the British people in these years should be analysed and evaluated. Relevant points may include: • The Holiday Pay Act (1938) was a key turning point as it gave poorer workers one week's paid holiday a year; 11 million workers were now able to spend their earnings on new excursions throughout Britain • The Act's guarantee of a week-long paid break, during which the factory shut down, changed the nature of holidays as the stampede to the coastal resorts of Britain during the school summer holidays became a feature • The coming of Butlin's camps in 1936 made the Holiday Pay Act a key turning point, as it was those who benefited from the Act who would eventually make the greatest use of excursions to these new venues • The Act decisively changed the length of time the average working-class family spent on a single excursion. Before the Act, the majority of holidays were shorter than four days. Week-long excursions now became common. Arguments and evidence contradicting the proposition that the Holiday Pay Act (1938) was the key turning point in the changing nature of excursions and holidays made by the British people in these years should be analysed and evaluated. Relevant points may include: • The Holiday Pay Act was restricted as a turning point at the time as the Second World War severely restricted the development of new excursions • A key turning point in British holidaymaking was the move from simply a break from work towards the idea of travel and leisure, facilitated by bank holidays and half-days from the late 19th century • The advent of holiday camps, beginning with Cunningham's in the 1890s, was a key turning point in providing new choices for holiday excursions • A key turning point came with the relatively-cheap rail travel leading to a boom in domestic seaside holidaymaking in the Edwardian period. Many workers' families holidayed some miles away from home for the first time • The growth of both package holidays and cheaper long-haul flights by entrepreneurs such as Freddie Laker and Richard Branson represented a key turning point in holiday excursion choices, making them truly global



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| | <ul style="list-style-type: none">• In 1980s and 1990s, the European Council continually relaxed rules, allowing a common aviation area in Europe, so low-cost carriers, e.g. Ryanair and EasyJet, could flourish, boosting low-cost European tours. |
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Other relevant material must be credited.



Question	Indicative content
10	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about how far technological innovation was the main reason for changes in British leisure patterns in the years 1882-2004. Arguments and evidence supporting the judgement that technological innovation was the main reason for changes in British leisure patterns in these years should be analysed and evaluated. Relevant points may include: • New home leisure technologies, from phonographs in the 1880s through television in the 1950s to the internet in the 2000s, decisively changed leisure patterns, bringing them increasingly indoors • The development of the safety bicycle, in the years from the late 1880s, enabled new patterns of leisure through cycling clubs and the accessibility of a range of local leisure activities before the First World War • Technological innovation took outdoor leisure activities further away from home, e.g. seaside and adventure holidays, taking advantage of a revolution in transportation from railways to car travel • The development of coaches and charabancs, and the growth of coach companies, changed leisure patterns for those not able to afford a family car in the 1950s, offering day trips and seaside holidays • The innovation of passenger jet aircraft led to a dramatic rise to 6 million in the number of Britons taking foreign package holidays rather than domestic holidays from the 1970s onwards • The addition of wide-bodied jets with longer range saw the most dramatic change in leisure activities, widening the choice of holiday destinations by making them truly global. Arguments and evidence contradicting the judgement that technological innovation was the main reason for changes in British leisure patterns in these years should be analysed and evaluated. Relevant points may include: • A fundamental change in British leisure patterns was facilitated by bank holidays and half-days from the late 19th century, enabling a move from simply a break from work towards the idea of travel and leisure • Changes in competition hobbies were not driven by technology. Cheaper chess sets enabled working-class participation and relatively cheap board games grew in popularity as modern classics were invented from the 1930s • The coming of Butlin's camps in 1936 led to great increases in mass participation holidays • The Holiday Pay Act (1938) decisively changed the duration of the average working-class family's single break. Before, most holidays were shorter than four days. Week-long excursions now became common. • Increasing domestication provided far more opportunities for leisure in the home. From the 1960s, men began to enjoy drinking at home rather than at the pub. Off-licence alcohol sales increased from 2% to 25%, 1960-2004 • There was a great rise in the general affluence of the British people during the course of these c120 years, opening up time and opportunities for new leisure activities.
	Other relevant material must be credited.



Question	Indicative content
10	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about how far developments in means of transport were mainly responsible for changing British leisure patterns outside the home in the years 1882-2004. Arguments and evidence supporting the judgement that developments in means of transport were mainly responsible for changing British leisure patterns outside the home in these years should be analysed and evaluated. Relevant points may include: • Technological innovation took outdoor leisure activities further away from home, e.g. seaside and adventure holidays, taking advantage of a revolution in transportation, from railways, charabancs, coaches to cars and aircraft • The development of the safety bicycle in the years from the late 1880s enabled new patterns of leisure through cycling clubs and the accessibility of a range of local leisure activities before the First World War • The railway revolution aided the growth of attendance at sporting events from the beginning and throughout the period • Developments in motor vehicle technology opened up new patterns of leisure in rural areas and at the coast, e.g. caravan holidays • The innovation of passenger jet aircraft led to a dramatic rise to 6 million in the number of Britons taking foreign package holidays, rather than domestic holidays, from the 1970s onwards • The addition of wide-bodied jets with longer range saw the most dramatic change in leisure activities, widening the choice of holiday destinations by making them truly global. Arguments and evidence challenging the judgement that developments in means of transport were mainly responsible for changing British leisure patterns outside the home in these years should be analysed and evaluated. Relevant points may include: • A fundamental change in British outdoor leisure patterns was facilitated by bank holidays and half-days from the late 19th century, enabling a move from simply a break from work towards travel and leisure • The 1930s was a boom time for going out to the cinema, often walking distance from home. Gracie Fields and others emerged as British film stars; Korda and J. Arthur Rank built huge studios • The coming of Butlin's camps in 1936 led to great increases in mass participation holidays • The Holiday Pay Act (1938) decisively changed the duration of the average working-class family's single break. Before, most holidays were shorter than four days. Week-long excursions now became common • Historians have called the years 1950-75 the golden era of capitalism, unique in British history. Real wages surged ahead, increasing spending disproportionately on leisure away from home, e.g. adventure holidays. Other relevant material must be credited.



Question	Indicative content
10	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about how far increased household income was the most significant feature in the changing patterns of leisure in the years 1882-2004. Arguments and evidence supporting the judgement that household income was the most significant feature in the changing patterns of leisure in these years should be analysed and evaluated. Relevant points may include: - Increasing household income enabled people to take advantage of new home leisure technologies from phonographs in the 1880s, through television in the 1950s, to the internet in the 2000s - Increasing household income, combined with a boom in new house building from 1918, led to purchases with better plumbing, gardens and furnishings, helping to make domestic leisure more comfortable and attractive - Increasing household income enabled people to take advantage of DIY, a way for the working man to use leisure time to retain personal fulfilment in the age of deskilled mass production, especially from the 1950s - Increasing household income in some sections of society resulted in greater disposable income to be spent on leisure opportunities, especially as women increasingly provided a second income from the 1960s - The rise in average disposable incomes enabled more people to indulge in excursions within Britain and abroad - Some historians have called the era from 1950 to 1975 the golden era of western capitalism, unique in British history. Real wages surged ahead, particularly increasing spending on domestic entertainment. Arguments and evidence contradicting the judgement that household income was the most significant feature in the changing patterns of leisure in these years should be analysed and evaluated. Relevant points may include: - The most fundamental change in British leisure patterns was facilitated by bank holidays and half-days from the late 19th century, enabling a move from simply a break from work towards the idea of travel and leisure - The introduction of massively higher wartime duties led to the subsequent decline of alcohol consumption in public houses after the First World War, consequently diverting leisure spending - Changes in competition hobbies were not driven by income. Cheaper chess sets enabled working-class participation and relatively cheap board games grew in popularity as modern classics were invented from the 1930s - The coming of Butlin's camps in 1936 led to great increases in mass participation holidays - The Holiday Pay Act (1938) decisively changed the duration of the average working-class family's single break. Before, most holidays were shorter than four days. Week-long excursions now became common.
	Increasing domestication provided far more opportunities for leisure in the home. From the 1960s, men began to enjoy drinking at home rather than at the pub. Off-licence alcohol sales increased from 2% to 25%, 1960-2004. Other relevant material must be credited.

2.

Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Other relevant material not suggested below must also be credited.

Candidates must analyse and evaluate the source to consider its value in revealing Lord Northcliffe's attitude to civilian politicians and his view of Lord Kitchener's conduct of the First World War. The author of the extract is named in the specification; candidates can therefore be expected to know about him and should be aware of the context.

1. The following points could be made about the origin and nature of the source and applied when giving weight to information and inferences:
 - ☐ Northcliffe is in a good position to comment on the deficiencies of the war effort as he has been to the front to see for himself
 - ☐ Northcliffe would see it as his duty as a newspaper proprietor to hold the government to account
 - ☐ Northcliffe's purpose appears politically neutral, to use an influential position in the press to blame government and opposition alike
 - ☐ Northcliffe may wish to exploit the power of public opinion through the influence of newspaper editorials as his criticisms seem to have a political purpose ('the formation of ... a National Government').
2. The following inferences and significant points of information could be drawn and supported from the source:

Attitude towards civilian politicians:

- ☐ It indicates an attitude of control, that Northcliffe's agenda is to bring about a National Government: a press baron as kingmaker ('the formation of what we hope to be a National Government')
- ☐ It provides evidence that the government has lost the support of the public: ('There is a growing discontent with a Government that started last August with great popularity')
- ☐ It claims that the Government is out of touch with the British people in a time of emergency: ('The old relaxed amateurish Governments will not do in times like these')
- ☐ It indicates that the opposition is little better in the emergency ('discontent with an opposition which does not help').

Attitude to Kitchener's conduct of the War:

- It provides evidence of criticism by referring to military responsibility for the shell crisis: ('Lord Kitchener has deprived the Army in France of high explosive shells'). Kitchener was a military presence in the Government
- It provides evidence of Northcliffe's dissatisfaction with the state of affairs on the Western Front
- It indicates that Northcliffe's main concern is the deaths of thousands of combatants through the incompetence of Britain's political leaders ('The kind of shell our poor soldiers...the death of thousands')
- It claims that Kitchener had in many ways performed his



Question	Indicative content
	duties as a war minister admirably ('the work was done as well as anyone could do it'). 3. Knowledge of historical context should be deployed to support and develop inferences and to confirm the value of the source in revealing the reasons underpinning Lord Northcliffe's attitude to civilian politicians and to Lord Kitchener's conduct of the First World War. Relevant points may include: □ □ Although Asquith accused Northcliffe and his newspapers of disloyalty, he privately accepted that shell production was a real problem and he appointed David Lloyd George as the new Munitions Minister □ Northcliffe was determined to make the Daily Mail the official newspaper of the British Army. The paper was delivered daily to the front. He saw himself as the instigator of war policy □ Lord Kitchener was a national hero and Northcliffe's attack on him upset a great number of readers. Overnight, the circulation of the Daily Mail plummeted □ Northcliffe's attacks were in many ways personal: when he heard Kitchener had been killed he remarked: 'The British Empire has just had the greatest stroke of luck in its history'.

Section B: indicative content

Option 39.1: Civil rights and race relations in the USA, 1850 – 2009

Question	Indicative content
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Question	Indicative content
5	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about whether Northcliffe was more responsible than Beaverbrook for Lloyd George's succession to Asquith as Prime Minister in 1916. Arguments and evidence that Northcliffe was more responsible than Beaverbrook should be analysed and evaluated. Relevant points may include: • Northcliffe undermined Asquith's leadership during the Shells Scandal, contributing to the formation of a coalition in May 1915 • Northcliffe's criticisms during the Shell Crisis led directly to the setting up of the Ministry of Munitions under Lloyd George, which greatly bolstered his reputation • Northcliffe's criticisms of Gallipoli, recruitment and the food crisis compromised Asquith's leadership, culminating in the <i>Times</i>' 'Towards Reconstruction' editorial (Dec 1916) and the call for Asquith's replacement • Beaverbrook exaggerated his own role in this affair. Arguments and evidence that Beaverbrook was more responsible should be analysed and evaluated. Relevant points may include: • Beaverbrook served as a go-between for Lloyd George and Bonar Law and is regarded by some as 'The Kingmaker' in Lloyd George's appointment as Prime Minister • <i>Beaverbrook was instrumental in promoting the War Cabinet idea</i> in the <i>Daily Express</i> (Dec 2 1916), urging Lloyd George to bring the crisis to a head by resigning as war minister. This precipitated Asquith's resignation • Northcliffe's role in promoting Lloyd George's views through the 'Towards Reconstruction' editorial is doubtful. Its content probably came from the views of Conservative MP Sir Edward Carson • Northcliffe preferred a Conservative Prime Minister; Lloyd George was associated with radical liberalism, which Northcliffe did not support • Lloyd George wrote to Asquith the day before the latter's resignation, telling him not to attach importance to Northcliffe's December 4 editorial and attaching great importance to his retaining his position. Other relevant material must be credited.

Question	Indicative content
5	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about the accuracy of the view that in the years 1922-36, Lord Rothermere exercised extensive influence in Britain. Arguments and evidence supporting the statement that Rothermere exercised extensive influence in Britain should be analysed and evaluated. Relevant points may include: • By 1922 Rothermere was funding and providing press support to the Anti-Waste League, a drive for government cuts and privatisation, contributing to the decision to abolish Ministries of Shipping, Munitions and Food • The Zinoviev telegram was published by Rothermere's <i>Daily Mail</i> four days before the General Election in 1924, timing which led Beaverbrook to declare that his fellow proprietor had 'made' the new Tory ministry • Rothermere's diehard attachment to British rule in India contributed to British imperialism and to the government's debate on Gandhi's protest movement • Rothermere's backing for the BUF, the Mail article 'Hurrah for the Blackshirts' and his later repudiation of Mosely following the Olympia rally, did much to influence public opinion for and against the far Right. Arguments and evidence supporting the statement that Rothermere did not exercise extensive influence in Britain should be analysed and evaluated. Relevant points may include: • A severe recession in 1920-22 was the real reason for government cuts in order to balance the budget; Rothermere quit the Anti-Waste League • When Rothermere threatened to withdraw support for Baldwin in 1929 unless the latter followed the former's policies, Baldwin publicly repudiated Rothermere • Duff Cooper's by-election victory suggested that Rothermere's attack on protectionism in the <i>Daily Mail</i> in 1931 was uninfluential, marking the beginning of the end of Rothermere's attempt to influence opinion • Rothermere's support for fascist leaders influenced a very small section of public opinion, as the BUF was a minor party with little influence on British society as a whole. Other relevant material must be credited.

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Option 39.2: Mass media and social change in Britain, 1882–2004



Question	Indicative content
5	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement that, as a press baron during the First World War, Lord Northcliffe's treatment of Lloyd George was similar to his treatment of Asquith. Arguments and evidence supporting the view that Lord Northcliffe's treatment of Lloyd George was similar to his treatment of Asquith in the First World War should be analysed and evaluated. Relevant points may include: • Northcliffe was heavily critical of both premiers' general conduct of the Great War, e.g. of Asquith over the Shells Scandal and of Lloyd George over discussions with the USA concerning a peace settlement • Northcliffe's <i>Daily Mail</i> was equally critical of key battle campaigns under each man, e.g. of Gallipoli during Asquith's premiership and the Somme under Lloyd George's stewardship at the War Office • Northcliffe seemed to set himself up as the self-appointed guardian of the people against the prime ministers, e.g. his reports to the Cabinet over the head of Asquith about the Dardanelles campaign and his intervention in the debate over peace talks with Germany in summer 1918 • Northcliffe attempted to influence the composition of Lloyd George's cabinet in much the same way as he had promoted a wartime coalition cabinet under Asquith, e.g. Northcliffe's proposed list of Cabinet personnel acceptable in return for his support for Lloyd George in the 1918 Election. Arguments and evidence that Lord Northcliffe's treatment of Lloyd George was different from his treatment of Asquith in the First World War should be analysed and evaluated. Relevant points may include: • Northcliffe's partiality towards Lloyd George at the time of Asquith's resignation indicates a considerable difference in his treatment of the two men • A difference in treatment is indicated by Northcliffe's instruction to his editor at the <i>Daily Mail</i>: 'Get a smiling picture of Lloyd George and get the worst possible picture of Asquith.' • Northcliffe's relationship with Lloyd George continually hovered between amity and hostility, whereas he was more persistently hostile towards Asquith, e.g. the sustained criticism over the conscription issue • The death of Northcliffe's nephew on the Western Front contributed to a change in attitude to Lloyd George compared with Asquith. The personal tragedy and the increasing war casualties swayed Northcliffe's views to be more in line with Lloyd George than he had ever been towards Asquith. Other relevant material must be credited.



Question	Indicative content
2	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Other relevant material not suggested below must also be credited. Candidates must analyse and evaluate the source to consider its value for revealing the objectives of the <i>Daily Herald</i> during the editorship of George Lansbury and the challenges it faced as a national newspaper during this time. The author of the extract is named in the specification; candidates can therefore be expected to know about him and should be aware of the context. 1. The following points could be made about the origin and nature of the source and applied when giving weight to information and inferences: • The proprietor and editor would be best placed to assess the objectives and challenges faced by the newspaper. Lansbury held both functions • Lansbury is writing just a few years after the end of his role as editor and proprietor, with a clear mind about the objectives he had sought, but with enough hindsight to assess the challenges he had faced • The main purpose was to publicise the financial challenges faced by a newspaper not backed by plutocrat supporters of the Conservative Party • As autobiography, a purpose was to emphasise the noble objectives of the author, especially the pursuit of the truth. 2. The following inferences and significant points of information could be drawn and supported from the source: The objectives of the <i>Daily Herald</i> during the editorship of George Lansbury: • The source suggests that an objective was to assist the downtrodden by association with their plight ('we never knew how to pay our bills...we made funds available to assist... the unemployed') • The source suggests that the <i>Daily Herald</i> was a crusading newspaper for the rights of the working class ('whenever a strike took place, we were involved.') • The source claims that the <i>Daily Herald</i> aimed to stand for truth against the unacceptable excesses of its rivals ('Poisonous trash poured out... in the devious form of news propaganda.') • The source implies that the <i>Daily Herald's</i> objective is to support many worthy but noble causes ('worthy movements...struggle to end all wars.'). The challenges the <i>Daily Herald</i> faced as a national newspaper: • The source suggests that lack of financial support is a significant challenge ('money has never been available for me or for any other Labour press manager or editor.') • The source implies that those who might be the paper's natural supporters do not yet possess the awareness to challenge what they are fed by rivals ('... growing intelligence of the masses will turn...trash.')



Question	Indicative content
	- The source suggests that the <i>Daily Herald</i> has teetered on the edge of extinction, being almost completely reliant on a few well-off people ('...individuals have rescued us... never ... overcome without her help.'). 3. Knowledge of historical context should be deployed to support and develop inferences and to confirm the value of the source in revealing the objectives of the <i>Daily Herald</i> during the editorship of George Lansbury and the challenges it faced as a national newspaper during this time. Relevant points may include: - The Labour movement, as a whole, was not always in step with Lansbury's pacifism, especially during the First World War. Lansbury saw it as his duty to speak for the left wing as a whole - The <i>Daily Herald</i> was limited to weekly publication by a lack of finance during the First World War - One of the benefactors that kept the <i>Daily Herald</i> afloat was the new Russian communist government, leading to censure by Prime Minister, Lloyd George, who claimed the paper's objective was to create unrest - Following huge financial losses, Lansbury was forced to give up proprietorial and editorial control of the <i>Daily Herald</i> to the Labour Party and the TUC in 1922.

Section B: indicative content

Option 39.1: Civil rights and race relations in the USA, 1850–2009



5	17–20	• Interrogates the evidence of the source in relation to both enquiries with confidence and discrimination, making reasoned inferences and showing a range of ways the material can be used, for example by distinguishing between information and claim or opinion, • Deploys knowledge of the historical context to illuminate and/or discuss the limitations of what can be gained from the content of the source material, displaying secure understanding of the need to interpret source material in the context of the values and concerns of the society from which it is drawn. • Evaluation of the source material uses valid criteria which are justified and fully applied. Evaluation takes into account the weight the evidence will bear as part of coming to a judgement and, where appropriate, distinguishes between the degree of certainty with which aspects of it can be used as the basis for claims.
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Sections B and C

Target: AO1: Demonstrate, organise and communicate knowledge and understanding to analyse and evaluate the key features related to the periods studied, making substantiated judgements and exploring concepts, as relevant, of cause, consequence, change, continuity, similarity, difference and significance.

Level	Mark	Descriptor
	0	No rewardable material.
1	1–3	- Simple or generalised statements are made about the topic. - Some accurate and relevant knowledge is included, but it lacks range and depth and does not directly address the question. - The overall judgement is missing or asserted. - There is little, if any, evidence of attempts to structure the answer, and the answer overall lacks coherence and precision.
2	4–7	- There is limited analysis of some key features of the period relevant to the question, but descriptive passages are included that are not clearly shown to relate to the focus of the question. - Mostly accurate and relevant knowledge is included, but lacks range or depth and has only implicit links to the demands and conceptual focus of the question. - An overall judgement is given but with limited substantiation and the criteria for judgement are left implicit. - The answer shows some attempts at organisation, but most of the answer is lacking in coherence, clarity and precision.
3	8–12	- There is some analysis of, and attempt to explain links between, the relevant key features of the period and the question, although descriptive passages may be included. - Mostly accurate and relevant knowledge is included to demonstrate some understanding of the demands and conceptual focus of the question, but material lacks range or depth. - Attempts are made to establish criteria for judgement and to relate the overall judgement to them, although with weak substantiation. - The answer shows some organisation. The general trend of the argument is clear, but parts of it lack logic, coherence and precision.
4	13–16	- Key issues relevant to the question are explored by an analysis of the relationships between key features of the period, although treatment of issues may be uneven. - Sufficient knowledge is deployed to demonstrate understanding of the demands and conceptual focus of the question and to meet most of its demands. - Valid criteria by which the question can be judged are established and applied in the process of coming to a judgement. Although some of the evaluations may be only partly substantiated, the overall judgement is supported. - The answer is generally well organised. The argument is logical and is communicated with clarity, although in a few places it may lack coherence and precision.
5	17–20	- Key issues relevant to the question are explored by a sustained analysis of the relationships between key features of the period. - Sufficient knowledge is deployed to demonstrate understanding of the demands and conceptual focus of the question, and to respond fully to its demands. - Valid criteria by which the question can be judged are established and applied and their relative significance evaluated in the process of reaching and substantiating the overall judgement. - The answer is well organised. The argument is logical and coherent throughout and is communicated with clarity and precision.

Section A: indicative content**Option 39.1: Civil rights and race relations in the USA, 1850–2009**

Question	Indicative content
1.	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Other relevant material not suggested below must also be credited. Candidates must analyse and evaluate the source to consider its value for revealing the limited impact of the Agricultural Adjustment Act on Southern black Americans and the problems faced by migrants to Northern cities. The author of the source is not named in the specification – candidates cannot therefore be expected to know about its authorship but should be aware of the context of the source, namely the New Deal and race relations. 1. The following points could be made about the origin and nature of the source and applied when giving weight to information and inferences: • Wright conveys detailed knowledge of the experiences of Southern blacks during the Depression as he appears to write a first-hand account. Its descriptive powers give the account apparent reliability • The tone of the account reveals a very negative view of the treatment of black Americans by the authorities and by employers. It clearly emphasises the urgent need for answers to the problem of racial discrimination • As the editor of a left-wing newspaper, Wright may have been less interested in writing about positive outcomes for migrants achieved by the existing federal administration. 2. The following inferences and significant points of information could be drawn and supported from the source: The limited impact of the Agricultural Adjustment Act on Southern black Americans: • It states that both racial and class discrimination by Southern landowners are obstacles to the achievement of benefits provided by the AAA for black people ('the AAA is run... forming a wall between us and the government.') • It suggests that state governments in the South are at odds with the intentions of the federal government about improvements in welfare for Southern blacks ('Washington... the welfare of all...South... the white man') • It suggests that Southern blacks do not feel in touch with the reforms proposed through the AAA by the federal government and therefore any impact on their welfare will be negligible ('we hear...far-away Washington') • It implies that the lack of progress provided by the AAA for Southern black Americans is a cathartic final straw that impels them to migrate in search of a better life ('So, we are leaving! We are angry no more!'). The problems faced by migrants to Northern cities: • The account gives evidence that wellbeing is hard to achieve as only menial jobs are open to migrants ('Bosses decide that we must be porters, cooks and general servants.') • It suggests that the scale of migration leads to overcrowding as it is not just poor blacks who are migrating from the South ('competing with us for shelter are thousands of poor whites who have come up ...') • It provides evidence that racial discrimination is an obstacle to the search for decent housing ('White people say we are destructive, and therefore do not want us in their neighbourhoods.') • It suggests that <i>de facto</i> segregation is just as great an obstacle to wellbeing in the North as <i>de jure</i> segregation is in the South ('our children are legally 'jim-crowed'. Local governors reduce services in our districts...').



Question	Indicative content
	3. Knowledge of historical context should be deployed to support and develop inferences and to confirm the value of the source in revealing the limited impact of the Agricultural Adjustment Act on Southern black Americans and the problems faced by migrants to Northern cities. Relevant points may include: • For those who lived and worked on land owned by others – particularly black sharecroppers – the results of the AAA were often disastrous, as landowners informed them that their labour was no longer necessary • The federal administration was Democratic and had to rely to a large extent upon the support of the dominant planter class of the South, who had no incentive to pass on the benefits of the AAA to farm labourers • The segregated public housing projects of Roosevelt's New Deal encouraged unconstitutional racial zoning ordinances enacted by Northern city governments, examples of state-sanctioned racial discrimination.

Option 39.2: Mass media and social change in Britain, 1882–2004

Question	Indicative content
2	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Other relevant material not suggested below must also be credited. Candidates must analyse and evaluate the source to consider its value for revealing the role of the media during the miners' strike (1984-85) and the attitude of the media towards Arthur Scargill. The author of the extract is not named in the specification – candidates cannot therefore be expected to know about its authorship but should be aware of the context of the source, namely the reporting of the strike. 1. The following points could be made about the origin and nature of the source and applied when giving weight to information and inferences: • The author is well placed to assess the impact of Scargill and the role of the media in general as he won accolades for his coverage of precisely these issues • Jones was in a good position to identify Scargill's impact on both the political community and working people as he was both a political and industrial correspondent for the largest national broadcaster • Despite the fact that Jones identifies Scargill as an adversary of the media, the tone is generous in assessing Scargill's skills and impact. This gives weight to the source as a fair assessment • The main purpose was to publicise Scargill's formidable skills and influence in putting across his case in support of the mineworkers. 2. The following inferences and significant points of information could be drawn and supported from the source: The role of the media during the miners' strike (1984-85): • The source suggests there was an inherent media bias aimed at undermining the strike owing to a clash of personalities with the miners' leader ('mutual hostility fed through...') • The source states that the role of the media was relentlessly to attack the strike without being prepared to consider the miners' cause ('constant hostility... always siding with Mrs Thatcher.') • The source suggests that elements of the media were willing to give prominent coverage to the aims and objectives of the NUM ('Scargill ...commissioned by Channel 4 News to prepare his own filmed report') • The source claims that the miners were told that there was an alliance between the media, government and mine owners to destroy the miners' cause ('...establishment conspiracy to assist the chairman...'). The attitude of the media towards Arthur Scargill: • The source states that Scargill was more than a match for the media in publicising the workers' cause during the strike, stating an anxiety on the part of the media towards Scargill ('unnerved the news media.') • The source gives evidence that the media's attitude was that they were dealing with a skilful operator ('He enlivened strike rallies across the coalfields... cheering and applause.') • The source suggests that the media recognised that Scargill could come across as a man of a people oppressed by their so-called betters ('...a language that his supporters understood... establishment conspiracy...') • The source suggests that prominent members of the media saw Scargill as having a huge impact on television audiences ('...showed Scargill's filmed report... Peter Sissons... ultimate tribute ...').

Question	Indicative content
	3. Knowledge of historical context should be deployed to support and develop inferences and to confirm the value of the source in revealing the role of the media during the miners' strike (1984-85) and the attitude of the media towards Arthur Scargill. Relevant points may include: • One way in which media bias was manifested was in increasing personalisation of events, e.g. TV news referring to 'Scargill's pickets' that were in reality organised by local NUM committees • Further evidence of media bias is found in the disproportionate attention drawn to violence – pickets were not constantly in the midst of mob fury. Local newspapers reported positively about soup kitchens • The attitude of the media reflected a more general controversy – not only was Scargill criticised by the media and the establishment but also by many mining communities and by fellow trade unionists • Scargill perhaps manipulated coverage of the Battle of Orgreave by possibly staging an injury, maybe suggesting that he was the victim of police violence.

Section B: indicative content**Option 39.1: Civil rights and race relations in the USA, 1850–2009**

Question	Indicative content
3	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about the how far it was the Fourteenth and Fifteenth Amendments that were most responsible for improving the lives of black Americans in the years 1865-77. Arguments and evidence supporting the judgement that it was the Fourteenth and Fifteenth Amendments that were most responsible for improving the lives of black Americans in these years should be analysed and evaluated. Relevant points may include: • The 14th Amendment granted citizenship to former enslaved people and guaranteed all citizens 'equal protection of the laws'. This formed the basis for many improvements in black Americans' lives during Reconstruction • The 14th Amendment clearly improved black lives by repudiating the notorious 1857 Dred Scott decision, that a black man, even if born free, could not claim rights of citizenship • The equal protection clause of the 14th Amendment stopped state governments discriminating against black Americans, ending a process by which former Confederate states obstructed improvements in black lives • With the adoption of the 15th Amendment, a politically-mobilised black American community joined with white allies in state legislatures to elect radicals across the South who made laws to improve black lives • One of the consequences of the 15th Amendment was that there was a significant presence of black Americans in Congress during Reconstruction. Arguments and evidence challenging the judgement that it was the Fourteenth and Fifteenth Amendments that were most responsible for improving the lives of black Americans in these years should be analysed and evaluated. Relevant points may include: • Constitutional Amendments succeeded politically but brought no great practical benefit. Lacking money, blacks were forced instead to begin a great migration • Federal Reconstruction went further than political gestures when Congress passed a Military Reconstruction Act, enforcing provisions designed to improve the lives of black Americans • The Freedmen's Bureau was set up by the federal government to support freed slaves in providing education. It trained black lawyers, scientists and teachers, and educated black Americans had their livelihoods transformed • By the late 1870s, despite the Amendments, discriminatory practices were used to prevent black citizens from exercising their right to vote, especially in the South • The Ku Klux Klan was driven underground by the Enforcement Acts passed by Congress, improving the lives of black Americans intimidated by the racist demagogues • Some Black Code regulations set up by Southern states improved the lives of black Americans. Marriages were allowed, property could be owned, and black people could testify in court, sue and draw up contracts. Other relevant material must be credited.



Question	Indicative content
4	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about how accurate it is to say that the status of black people in American society changed very little in the years 1957-68. Arguments and evidence supporting the statement that the status of black people in American society changed very little in these years should be analysed and evaluated. Relevant points may include: • Victories in the Supreme Court achieved by the NAACP in education were more apparent than real. Obstructionism by Southern governors, and <i>de facto</i> segregation elsewhere, meant there was little change in black schools • Despite the Voting Rights Act (1965), many black Americans continued to find their voting rights challenged by intimidation or by legal loopholes, especially in Southern states • The necessity of bringing the case of <i>Boynton v Virginia</i>, and the subsequent Freedom Rides in support of its ruling, showed that there was still widespread discrimination against black Americans on transportation • Progress in the workplace for black Americans ground to a halt as union membership in the old staple industries dropped by more than 50% in these years • Official surveys found that both rural and urban black Americans remained disproportionately poor. Arguments and evidence that counter the proposition that the status of black people in American society changed very little in these years should be analysed and evaluated. Relevant points may include: • The impact of <i>Brown v Topeka</i> led to a change in the legal status of black students, allowing for increased integration in schools and colleges later, beginning with federal interventions, e.g. at Little Rock (1957) • Much progress was made in desegregating downtown areas by 1963. The impact of the Montgomery Bus Boycott forced Southern cities to reconsider local segregation laws from 1957, following the case of <i>Browder v Gayle</i> • The federal government intervened to improve the status of black Americans through five civil rights acts (1957-68). These variously improved the status of black people in citizenship, society and the workplace • Black Americans drew benefits from the campaigns of SLCC, CORE and SNCC, which challenged segregation and discrimination. The Birmingham campaign persuaded Kennedy to draw up a bill to outlaw Jim Crow laws • The Civil Rights Act (1964) was a landmark in changing the status of Southern black Americans by effectively removing Jim Crow segregation laws. Other relevant material must be credited.



Option 39.2: Mass media and social change in Britain, 1882–2004

Question	Indicative content
5	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about how far Lord Beaverbrook played a significant role in the downfall of Asquith's Government in December 1916. Arguments and evidence supporting the judgement that Lord Beaverbrook played a significant role in the downfall of Asquith's Government should be analysed and evaluated. Relevant points may include: • Beaverbrook was instrumental in promoting the War Cabinet idea in the <i>Daily Express</i> (2 December 1916), urging Lloyd George to bring the crisis to a head by resigning as war minister. This precipitated Asquith's resignation • Beaverbrook served as a go-between for Lloyd George and Bonar Law and is regarded as 'the kingmaker' in Lloyd George's appointment as Prime Minister • Beaverbrook regarded himself as the main cause of Asquith's fall, which he later claimed was caused by 'an honest intrigue' precipitated by himself • Beaverbrook had regular access to the political elite through his positions as press baron and MP. He was able to pass on details of the War Cabinet scheme to the <i>Express</i> and to the <i>Daily Chronicle</i>, undermining Asquith. Arguments and evidence that challenge the judgement that Lord Beaverbrook played a significant role in the downfall of Asquith's Government should be analysed and evaluated. Relevant points may include: • The influence of the Beaverbrook press in contributing to Lloyd George's rise to the position of prime minister is weakened by the fact that the King offered the position to Bonar Law • Asquith was not influenced by press baron Beaverbrook but had designed his own resignation to strengthen his position by exposing rebels in his government. He could not conceive of anyone else forming a government • Bonar Law was not influenced by Beaverbrook acting as a go-between. He was happy to agree with Asquith over the issue of a War Cabinet under the existing Prime Minister. It was Asquith who reneged on that agreement • It was a <i>Times</i> editorial by Dawson, influenced by Northcliffe and using information from the influential Unionist MP, Carson, that led Lloyd George and Bonar Law to resign. Without their support, Asquith resigned • It was Lloyd George's equivocation that most undermined Asquith. He wrote to Asquith the day before the latter's resignation on the 'importance to your retaining your present position' - before resigning himself. Other relevant material must be credited.



Question	Indicative content
5	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement on how far Beaverbrook was more responsible than Northcliffe for Lloyd George's replacement of Asquith as Prime Minister in 1916. Arguments and evidence supporting the judgement that Beaverbrook was more responsible than Northcliffe for Lloyd George's replacement of Asquith as Prime Minister should be analysed and evaluated. Relevant points may include: • Beaverbrook was instrumental in promoting the War Cabinet idea in the <i>Daily Express</i> (2 Dec 1916), urging Lloyd George to bring the leadership crisis to a head by resigning as war minister, precipitating Asquith's fall • Beaverbrook served as a go-between for Lloyd George and Bonar Law and is regarded as 'The Kingmaker' in Lloyd George's appointment as prime minister • Northcliffe's role in promoting Lloyd George's views through the 'Towards Reconstruction' editorial is doubtful. Its content probably came from the views of Conservative MP Sir Edward Carson • Lloyd George wrote to Asquith the day before the latter's resignation, telling him to ignore Northcliffe's 4 December <i>Times</i> editorial and attaching 'great importance to your retaining your present position.' Arguments and evidence that Northcliffe was more responsible than Beaverbrook for Lloyd George's replacement of Asquith as Prime Minister should be analysed and evaluated. Relevant points may include: • Northcliffe undermined Asquith's leadership during the Shells Scandal, contributing to the formation of a coalition and increased political support for Lloyd George • Northcliffe's newspapers propagandised for creating a Minister of Munitions, which was held first by Lloyd George, and helped to bring about Lloyd George's appointment as prime minister • Northcliffe's criticisms of Gallipoli, recruitment and the food crisis compromised Asquith's leadership, culminating in <i>The Times</i>' 'Towards Reconstruction' editorial (4 Dec 1916) and the rise of Lloyd George • Northcliffe advised the <i>Daily Mail</i> to print 'a smiling picture' of Lloyd George and 'the worst possible' picture of Asquith, claiming: 'Rough methods are needed if we are not to lose the war - it's the only way.' Other relevant material must be credited.

2.

Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Other relevant material not suggested below must also be credited.

Candidates must analyse and evaluate the source to consider how far the historian could make use of it in revealing the influence of Lord Haw Haw on his British wartime audience and the attitudes of British people towards him in 1945. The author of the source is not named in the specification but candidates should be aware of the impact of Lord Haw Haw.

1. The following points could be made about the origin and nature of the source and applied when giving weight to information and inferences:

- The writer of the article was present at Joyce's trial and was clearly an avid listener of his addresses on the radio, so was in a good position to witness the attitudes of audience and jury
- Reporting for an American audience West may have dramatised the court's response; despite the presence of Joyce supporters she wrote: 'Nobody in court felt any emotion ... that Joyce was going to die'
- West was probably one of the most hostile writers towards Joyce, perhaps leading her to exaggerate his impact: '...my name had been on the recently-discovered Gestapo list'
- As this source is written after the end of the war, West reveals a certain hubris in her description of the cowardly Joyce supporters: '...by the time they reached a network of alleys they were running'.

2. The following inferences and significant points of information could be drawn and supported from the source:

The influence of Lord Haw Haw on his British wartime audience:

- It provides evidence that Joyce's presence and therefore his impact on the radio was all-pervading: 'It was very difficult not to come across Joyce's broadcasts when tuning into the radio in England'
- It provides evidence that Joyce had a magnetic impact: 'a captivating quality about his voice'
- It suggests that people found it hard to disbelieve what he was saying: 'This was often terrible to hear, for the news in the papers confirmed it'.

The attitudes of British people towards Lord Haw Haw in 1945:

- It suggests that most of the British audience was profoundly uneasy about the creepy presence of Joyce in their homes: 'Here was the familiar unknown that would speak to them only to prophesy death'
- It suggests that the jury was in no mood to consider Joyce's defence, so ill-disposed were they to his wartime addresses: 'considering their verdict looking as if they had been out for a cup of tea'
- It suggests a profound distaste for Joyce, beyond any imagination that one could glean from a radio address: 'He was not only alarming, he was disturbing'
- It provides evidence that even after the war Joyce had defiant supporters who considered the verdict against him unjust: 'One of them looked me in the face and cried out in rage'.

3. Knowledge of historical context should be deployed to support and develop inferences and to confirm the value of the source in revealing the impact of Lord Haw Haw (William Joyce) in influencing his British



Question	Indicative content
	wartime audience and the attitudes of British people towards him. Relevant points may include: • The scale of Joyce's impact on his British audience (18 million listeners when France fell) alarmed the government. He had access to allied military disasters long before the BBC was forced to report them • A Mass Observation report, <i>Why we are Fighting</i>, revealed that 17% of listeners agreed with Joyce's view that the war was the fault of an international Jewish conspiracy • Joyce maintained a wide impact because the Political War Executive did not jam his Radio Hamburg broadcasts, fearing German retaliation that would undermine Sefton Delmer's reciprocal propaganda • People listened to Joyce in the hope of getting tip-offs on future German actions. He would sometimes name towns or buildings scheduled for bombing • Joyce had little impact on many of his listeners; a figure of fun known as 'Lord Haw Haw' after the intonation of his voice, he was widely parodied by comedians such as Arthur Askey and he lost credibility after D-Day.

Section B: indicative content

Option 39.1: Civil rights and race relations in the USA, 1850–2009

Question	Indicative content
6	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about the accuracy of the statement that it was Sefton Delmer that made the most significant contribution to British propaganda broadcasting during the Second World War. Arguments and evidence supporting the statement that Delmer made the most significant contribution to British propaganda broadcasting should be analysed and evaluated. Relevant points may include: • Delmer's broadcast <i>Gustav Siegfried Eins</i> was significant as it suggested there was a widespread network of anti-Nazi operatives inside Germany, which struck a chord with German listeners privately critical of Hitler • Delmer oversaw more than 700 episodes of <i>Gustav Siegfried Eins</i>, so his output was remarkably prolific in its dissemination of propaganda • Delmer's black propaganda radio station <i>Atlantiksender</i> became popular with U-boat crews. It was significant as it undermined their morale by stirring up feelings of isolation, e.g. using 'Vicky', a wartime sweetheart • <i>Soldatensender Calais</i> used diaries and letters confiscated from POWs to such effect that neutral countries believed they were actual German broadcasts. It built on the success of <i>Atlantiksender</i> • Nazi secret police reports showed that Delmer's propaganda contributed to a positive view of the British by German listeners throughout the war and that, as a result, Goebbels had failed to make Germans hate the British. Arguments and evidence supporting the statement that other factors made a more significant contribution and/or Delmer's contribution was not significant should be analysed and evaluated. Relevant points may include: • Each government ministry had a public relations unit which worked closely with the BBC to broadcast propaganda, thus Delmer's contribution was just a small proportion of the total propaganda effort • The contribution of JB Priestley and George Orwell had a significant effect • The variety, music and talks departments of the BBC produced a range of popular shows that included anti-German propaganda, e.g. <i>ITMA</i>, <i>Workers' Playtime</i>

	Counter propaganda, by comedians such as Arthur Askey, was significant because it neutralised the effects of German propaganda by Lord Haw Haw. Other relevant material must be credited.
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Section C: indicative content**Option 39.1: Civil rights and race relations in the USA, 1850–2009**



Question	Indicative content
5	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement on how far it is the BBC that deserves the greatest credit for raising public morale on the Home Front during the Second World War. Arguments and evidence supporting the judgement that the BBC deserves the greatest credit for raising public morale on the Home Front during the Second World War should be analysed and evaluated. Relevant points may include: • The BBC was responsible for raising public morale by frequently broadcasting Churchill's inspiring speeches • The BBC was the principal origin of raised public morale as it broadcast programmes straight after the news, e.g. Priestley's <i>Postscripts</i>, designed to put a positive spin on the news, aiming to turn disasters into victories • Light entertainment programmes, such as <i>ITMA</i>, were credited with positive boosts to public morale, providing catchphrases, e.g. Mona Lott's line, 'It's being so cheerful as keeps me going' • The variety, music and talks department of the BBC was a principal cause of raising public morale, producing a range of incredibly popular shows that raised the spirits, e.g. <i>Hi Gang!</i> and <i>Happidrome</i> • For many, conscription war work was a depressing imposition, and it was the BBC that took the initiative in raising morale in the factory through shows like <i>Music While You Work</i> and <i>Workers' Playtime</i>. Arguments and evidence that other factors challenge the judgement that the BBC deserves the greatest credit and/or other factors deserve the greatest credit should be analysed and evaluated. Relevant points may include: • Especially in the earlier years of the War, the BBC was prejudiced against light, trivial or popular entertainment of the type that would raise public morale, so many people chose Radio Luxembourg to cheer themselves up • Although light entertainment was a source of higher public morale, the war situation was the key determinant of the nation's mood, as gauged by Mass Observation pessimist/optimist polls at times of specific emergency • Public entertainment venues, such as theatres, cinemas and sports stadiums continued to play an important role in raising public morale throughout the War • The government used the cinema to help raise people's spirits and share victories. Newsreels put a positive spin on the news, while the film industry produced pro-British and pro-war films • Propaganda and censorship were tools used by the government to reassure people so the government must take a great deal of credit in raising public morale. Other relevant material must be credited.

Question	Indicative content
5	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about how far television had a positive impact on race relations and attitudes towards cultural tolerance in Britain in the 1960s. Arguments and evidence that television exerted a positive impact on race relations and cultural tolerance should be analysed and evaluated. Relevant points may include: ☐ Speight, writer of <i>Till Death Do Us Part</i> (1967) was using TV as a positive political weapon to change viewers' racist attitudes, claiming that Alf Garnett exemplified the idiocy of bigoted racist thinking ☐ In considering issues of black identity the BBC offered more programmes aimed at integrating the West Indian community e.g. the documentary series <i>Meeting Point</i> (1967) ☐ Harry Driver and Vince Powell were more subtle in <i>Never Mind the Quality</i> (1967), playing Catholic against Jew. The engagement between characters led to nomination for awards as an example of racial and religious harmony ☐ Three research reports commissioned about racial sit-coms concluded that they had not exacerbated racial tensions and may have improved cultural tolerance. Arguments and evidence that television did <i>not</i> have a positive impact on race relations should be analysed and evaluated. Relevant points may include: ☐ Mary Whitehouse conducted consistently vitriolic campaigns in Britain against <i>Till Death Do Us Part</i>, partly because of the racial bigotry it encouraged. It had the opposite effect to that intended by Speight ☐ The racial sitcom presupposed that Britain perceived itself as divided into racial groups where society had undergone rapid, accelerated immigration. In this way it served to entrench cultural intolerance ☐ <i>Man Alive</i> included the documentary <i>Black Power in Britain</i> (1968), considered by BBC management and audience reaction surveys to be racially inflammatory and to serve no useful purpose for harmonisation ☐ The <i>Black and White Minstrel Show</i> was hated by young white liberals in Britain who considered that it harmed race relations ☐ Sensitivity to Irish/Jewish religious traditions in Britain did not extend to Asians in <i>Never Mind the Quality</i>. The abuse of 'funny foreigners' would be developed. Other relevant material must be credited.

Question	Indicative content
5	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about how significant the use of satire by the media was in changing popular attitudes to the church in the 1960s. Arguments and evidence that the use of satire by the media was significant in changing popular attitudes to the church should be analysed and evaluated. Relevant points may include: • Television comedies such as <i>All Gas and Gaiters</i> (BBC 1966-71) and <i>Oh Brother!</i> (BBC 1968-70) portrayed clergy as silly and incompetent, contributing negative views about the utility of the church in people's lives • Peter Sellers attempted to convince his audience that the church could be modern and trendy in the popular film <i>Heavens Above!</i> (1963) • Cutting edge parodies lampooning the church, e.g. Alan Bennett's 'Take a Pew' in <i>Beyond the Fringe</i>, and <i>Monty Python's Flying Circus</i>, appealed to a young audience most likely to challenge conventional religious norms • <i>Tonight With Dave Allen</i> (BBC from 1968) appealed across the age range. Allen was brought up a practising Catholic, so he knew the church very well and his irreverent satire struck a chord and had quite a negative impact. Arguments and evidence that the use of satire by the media was not significant, and/or that other factors were more significant should be analysed and evaluated. Relevant points may include: • Television comedies and films merely played on an existing stereotype well known to their audiences, so they had little influence on popular attitudes to the church • As women were far more likely to attend church than men, the influence of girls' and women's magazines, with their secular, consumerist values, was more likely to undermine popular support for worship than satire • The intellectual climate of the 1960s favoured a more scientific, secular approach to the world. This significantly changed popular attitudes to conservative church doctrine more than any attempts at trivial satire • Books were also highly significant in changing popular opinion about the church. One example was Desmond Morris's highly popular <i>The Naked Ape</i>, which suggested that the church and religion caused unnecessary suffering • Probably the most influential work studying the changes in popular attitudes towards the church and its suggested response in changing those attitudes was the seriously scholarly <i>Honest to God</i>, by the Bishop of Woolwich. Other relevant material must be credited.

2

Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Other relevant material not suggested below must also be credited.

Candidates must analyse and evaluate the source to consider its value for revealing the role of Mary Whitehouse as a campaigner about the media and BBC television's engagement with social issues. The speechmaker is named in the specification, and candidates can be expected to know about her and should be aware of the context, namely the origins of the National Viewers and Listeners Association.

1. The following points could be made about the origin and nature of the source and applied when giving weight to information and inferences:

- The function of the speech is to persuade, making a case through argument and assertion ('Do we want immoral views to... have power over the minds of our children?')
- The underlying values of the speechmaker are revealed by the topics selected for complaint ('it was the dirtiest programme I have seen for a very long time'.)
- The lofty aim of the speech in launching a nationwide campaign ('to restore the BBC to its real position of respected leadership of this country') goes beyond mere censorship
- The speech invokes Christian principles to make its case ('It is a public service in a Christian country and as such should lead the people on and up, not down and out'.).

2. The following inferences and significant points of information could be drawn and supported from the source:

• **Role of Mary Whitehouse:**

- The source implies that Whitehouse sees it as her role to be the BBC's friend by reforming it ('to restore ... to its real position of respected leadership. We are not against the BBC; we are for the BBC')
- Evidence is provided that Whitehouse sees it as her role to use unsubstantiated assertion as a tool to persuade supporters to join her pressure group ('we saw [an unnamed] programme')
- The source implies that government ministers have no effect on the BBC's morals, so it is necessary for a popular pressure group to step up
- The source implies that Whitehouse sees her role as the moral guardian of all parents ('Countless parents were distressed'; 'power over the minds of our children').

BBC television's engagement with social issues:

Question	Indicative content
	• The source suggests that the BBC was engaging with social issues by tackling head-on the sexual revolution of the 1960s ('considerate boy ... takes contraceptives with him') • The source suggests that the BBC is engaging with previously taboo topics of a sexual nature ('period for family viewing ... dirtiest programme') • The source claims that in tackling social issues the BBC ignores moral values by making trendy programmes about family planning, as contraception encourages promiscuity • The source states that as a national broadcaster the BBC should have more responsibility for the values of the nation as a whole and of the young in particular ('programmes offend against the best interests...'). 3. Knowledge of historical context should be deployed to support and develop inferences and to confirm the value of the source in revealing the role of Mary Whitehouse as a campaigner about the media and BBC television's engagement with social issues. Relevant points may include: • Whitehouse, a schoolteacher, began a second career in the mid-1960s as a self-appointed, and much derided, sometimes applauded commentator on social issues and British morals and values • Whitehouse began her campaign after <i>This Nation Tomorrow</i>, in which Comfort, the anarchic author of <i>Sex In Society</i>, had suggested that marriage was propped up by adultery, and that chastity was no virtue • At the meeting the 2,000 seats were all filled and many other people stood. Coachloads of supporters arrived from all over the country • The BBC was a public broadcaster and the Corporation was answerable to the government • Sir Hugh Greene, the BBC Director General, accepted the BBC's responsibilities on social issues as a national broadcaster but had set out to broaden the limits of acceptability in art and comment.

Section B: indicative content

Option 39.1: Civil rights and race relations in the USA, 1850–2009

Question	Indicative content
6	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about whether the most significant impact of film and television on social issues in the sixties was on attitudes towards sexual liberation. Arguments and evidence supporting the view that the most significant impact of film and television on social issues in the sixties was on attitudes towards sexual liberation should be analysed and evaluated. Relevant points may include: • The sheer number of films capturing the zeitgeist of the swinging sixties had a significant impact on young attitudes towards sexual liberation, e.g. <i>Tom Jones</i> (1963), or <i>The Knack... and How to Get It</i> (1965) • Increasingly daring television dramas had a significant impact by opening up a ferocious debate between liberals and conservatives over the promotion of sexual liberation, e.g. <i>The Year of the Sex Olympics</i> (1968) • Many films created significant impacts on attitudes towards sexual liberation by moralising against it, e.g. <i>That Kind of Girl</i> (1963), or <i>A Nice Girl Like Me</i> (1969) • Several popular TV programmes had a significant impact on sixties' audiences by presenting progressive views of women's liberation in the workplace, or sometimes beyond, e.g. <i>The Rag Trade</i> and <i>The Avengers</i> • The significant impact of film and television on attitudes towards sexual liberation is evidenced by the strength of opposition to liberal portrayals, e.g. Mary Whitehouse and the NVALA. Arguments and evidence supporting the view that other topics were the most significant impact of film and television on social issues in the sixties should be analysed and evaluated. Relevant points may include: • Social realist plays, e.g. <i>Cathy Come Home</i>, had a great impact in raising the profile of homelessness, with public concern changing almost immediately. The charities Shelter and Crisis were launched as a result • Film had a significant impact on racism and racial stereotyping. British films with black characters invariably made race a problematic part of the story to be resolved, e.g. the film <i>A Taste of Honey</i>, adapted from the play • Television had a significant impact on racial prejudice, often not in the positive way that had been envisaged, e.g. <i>Till Death Us Do Part</i>, or the 'Wednesday Play', <i>Fable</i> • A significant social impact made by film and television in the sixties was on class consciousness, e.g. The 'angry young man' films and TV that sprang up from novels, like <i>The Loneliness of the Long Distance Runner</i>. Other relevant material must be credited.

Section C: indicative content

Option 39.1: Civil rights and race relations in the USA, 1850–2009



Question	Indicative content
6	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about how far the use of satire by the media led to a change in popular attitudes to the monarchy in the 1960s. Arguments and evidence supporting the judgement that the use of satire by the media led to a change in popular attitudes to the monarchy during the 1960s should be analysed and evaluated. Relevant points may include: • <i>Beyond the Fringe</i> is credited with giving many other performers the courage to be satirical and broke the conventions of not lampooning the Royal Family, with an increasing audience willing to criticise the monarchy • Television comedies such as <i>TW3</i> brought the monarchy within the sights of disrespectful performers. This helped to encourage a new era of declining deference • The satirists' weapon was laughter and its main enemy was pomposity, meaning that monarchy provided an ideal target, which increasingly found an audience that was willing to harden its attitudes towards the Court • A cover of <i>Private Eye</i> in 1964 showed the Queen making a speech for the opening of Parliament and using a four-letter word. Readers could almost feel centuries of deference starting to give way to something new • Rules forbidding portrayal of members of the royal family on stage were abolished in 1968. The satirical underground press wove the monarchy into its fantasies, giving rise to a lack of respect for the institution. Arguments and evidence opposing the judgement that the use of satire by the media led to a change in popular attitudes to the monarchy during the 1960s should be analysed and evaluated. Relevant points may include: • The monarchy remained largely popular throughout the 1960s, despite satire directed against the institution by the media, owing to the personal popularity of a young queen and her children • Satire was largely powerless to change popular attitudes towards the monarchy as republicans were in a small minority and satire could not change the views of ardent monarchists • Media coverage of events, such as the opening of the Windsor Castle art gallery and various royal 'walkabouts', helped the continuing popularity of the monarchy, automatically undermining the bite of satirical sketches • The monarchy got off lightly compared to politicians, e.g. there was little to change attitudes to monarchy on the scale of Peter Cook's bitter and cruel attack on Macmillan, which really did change attitudes to politicians • The monarchy neutralised the power of satire to change attitudes negatively by introducing its own strategy to maintain its popularity through TV productions such as <i>Royal Family</i> (1969). Other relevant material must be credited.

Section C: indicative content

Option 39.1: Civil rights and race relations in the USA, 1850–2009



Question	Indicative content
2	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Other relevant material not suggested below must also be credited. Candidates must analyse and evaluate the source to consider its value for revealing the role of television advertising in reflecting society and the impact of television's engagement with social issues. The source is not named in the specification; candidates can therefore not be expected to know about the publication but will be aware of the importance of television in reflecting social issues and prejudices. 1. The following points could be made about the origin and nature of the source and applied when giving weight to information and inferences: • The article seems to be a personal recollection by the author, who has clearly engaged with the detail of the subject material, seemingly as an avid viewer at the time • <i>Reader's Digest</i> is described as writing with positivity, so the image of society and its prejudices portrayed here may be somewhat idealised • <i>Reader's Digest</i> has the stated aim of providing knowledge on subjects including culture, which may add to the source's reliability on the importance of television in reflecting society and its prejudices. 2. The following inferences and significant points of information could be drawn and supported from the source: The role of television advertising in reflecting society: • The source suggests that television advertising reflected a conservative image of a near-perfect society ('portrait of a perfect modern Britain.', 'presented an image of an ordered society') • The source suggests that advertising cemented a woman's place as in the home, providing for her husband's needs ('Here was a devoted wife, ... watch her husband drown his roast dinner') • The source gives evidence that advertising reflected a man's role in society as masculine and heroic ('Men drove fast cars, smoked cigars and braved terrifying dangers, James Bond-style...') • The source claims that television advertising had a deleterious effect on the use, especially by young people, of the English language ('subverting language ...teachers despairing'). The impact of television's engagement with social issues: • The source suggests that, through advertising, television offered a view of suburbia that reinforced prejudices in favour of gender stereotyping ('Television ... reinforced stereotypes') • The source claims that television engaged with the popular image of the Swinging Sixties by glorifying themes of sex and drugs ('...through Dylan, the spaced-out rabbit, and Zebedee, ... it was time for bed.') • The source gives evidence that television had a major impact by celebrating community spirit through its wide reach ('Coronation Street...millions watched it...Elsie Tanner... like everybody's... neighbour.') • The source implies that television reflected a British society where many people were encouraged to voice their racial prejudice ('...racist bigot, Alf Garnett... very close to the truth. The extent of racist feeling... clear').



Question	Indicative content
	3. Knowledge of historical context should be deployed to support and develop inferences and to confirm the value of the source in revealing the role of television advertising in reflecting society and the impact of television in engaging with social issues. Relevant points may include: • There was a clear gap between the representation of housewives in TV advertising and the lived experience of women. Working-class women could not necessarily afford typically-advertised appliances • The writer of <i>Till Death Do Us Part</i>, Johnny Speight, was amazed that the ignorant Alf Garnett should become such a well-loved television character who reinforced prejudices, the opposite of what he intended • Some programmes engaged with progressive views of women in the 1960s, e.g. <i>The Avengers</i> showed a woman overcoming men.

Section B: indicative content

Option 39.1: Civil rights and race relations in the USA, 1850–2009

Question	Indicative content
6	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement on the extent to which political controls on broadcasters changed the BBC and ITV in the Thatcher years (1979-90). Arguments and evidence that political controls did change the BBC and ITV should be analysed and evaluated. Relevant points may include: ☐ Rows between Mrs Thatcher and the BBC over its coverage of the Falklands and Irish conflicts sowed the seeds of antagonism which were reaped later in the decade with changes in management at the BBC ☐ Cutting a <i>Real Lives</i> programme in 1985 led to: a BBC journalists' strike; the Director-General's resignation; Thatcher using government powers to put in place compliant governors, politicising the appointments process ☐ Right-wing proposals for restructuring of British broadcasting emerged with the Peacock Committee (1985), which recommended profit and business to be at the heart of the BBC's endeavours ☐ The 1988 Broadcasting White Paper focused mainly on deregulating ITV ☐ ☐ ☐ ☐ ☐ The Broadcasting Act (1990) demonstrated political interference through its 'quality threshold' policed by the new ITC and a new tendering system which was to lead to financial difficulties and mergers. Arguments and evidence that political controls didn't change the BBC and ITV should be analysed and evaluated. Relevant points may include: ☐ To everyone's surprise, the Peacock Report did not support the introduction of advertising on BBC ☐ Despite the political onslaught, the BBC remained as a public service broadcaster with a public-funded licence fee and had its current charter renewed until 1996. It survived, and the main attack in 1990 was on ITV ☐ The 1990 Broadcasting Act envisaged that there would be less regulation of British radio and television. The ITC would operate a 'lighter touch' than its predecessor, the IBA ☐ The Conservative Party's leading grandee, William Whitelaw, supported the status quo at the BBC and from the Home Office was able to deflect or ameliorate any proposal for change. Other relevant material must be credited.

Section C: indicative content

Option 39.1: Civil rights and race relations in the USA, 1850–2009



Question	Indicative content
6	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement on the extent to which the most significant aspect of the British media's coverage of the Falklands War was that they were positive towards the Thatcher Government's conduct of the conflict. Arguments and evidence that the media's positive position was the most significant aspect should be analysed and evaluated. Relevant points may include: • The sole source of news was the 21 reporters embedded in the naval taskforce. They found themselves in a situation where it was difficult to be anything other than propagandists for the Thatcher Government • The <i>Sun</i>, the largest circulation newspaper, showed strident positive support for the operation to sink the Belgrano through its famous headline on May 4: 'Gotcha' and through its distain for the 'Argie Bargies' • Max Hastings' patriotic position for the <i>Telegraph</i>, the bestselling broadsheet, was not neutral, but positive, as he explained: 'When one's nation is at war, reporting becomes an extension of the war effort'. Arguments and evidence that the media's positive position was <i>not</i> the most significant aspect should be analysed and evaluated. Relevant points may include: • The significance of the BBC's reporting was in its desire to be balanced, referring to 'Argentine claims' and 'British claims', leading Mrs Thatcher to view the BBC as 'not one of us' • The <i>Financial Times</i> was more concerned with principle rather than with positive reporting. It opposed the very idea of defending the Falkland Islands, which the newspaper called 'an anachronism' • John Pilger reported negatively in the <i>Mirror</i> on the hypocrisy of British foreign policy for its rhetoric about the Falkland Islander's right to self-determination whilst at the same time handing over the Chagos Islands • A significant aspect of reporting was the treatment by government and military of embedded reporters. In ship-to-shore communication their stories were scrutinised to manipulate information regarded as not positive • The Falklands War was the first war fought by British forces relayed by cameras for television. This led to a great deal of time spent on reporting casualties, which seemed very significant and did not appear to be positive. Other relevant material must be credited.

Section C: indicative content

Option 39.1: Civil rights and race relations in the USA, 1850– 2009



Question	Indicative content
6	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement on whether 'The launch of Channel 4 was the most important factor in promoting competition in the British media during the Thatcher years'. Arguments and evidence that the launch of Channel 4 was the most important factor in promoting competition in the Thatcher years should be analysed and evaluated. Relevant points may include: • The Broadcasting Act (1980) establishing Channel 4 had a profound effect on competition. Under Isaacs c60% of programming was independently produced, increasing competition by doubling the number of companies • Permission for acquisitions and mergers between Channel 4, ITV franchises and commercial radio led to significant cross-media ownership and therefore to increased competition • There was an increase in competition in Wales as S4C (Channel Four Wales) provided an alternative style for Welsh audiences, which was picked up by advertising agencies • Channel 4 began the funding of independent films, such as the Merchant Ivory productions and <i>The Courtesans of Bombay</i> during this time, indicating intense competition among film-making businesses. Arguments and evidence that the launch of Channel 4 was not an important factor and/or that other factors were more important in promoting competition should be analysed and evaluated. Relevant points may include: • During the Thatcher years, Channel 4 funding came from the ITV companies in return for their right to sell advertisements in their region on the fourth channel. This restricted competition • Channel 4's remit was to provide an alternative to existing channels, which required the provision of programming to minority groups and interests. This provided diversity rather than competition • The Broadcasting Act (1990) mandated that every terrestrial channel had to commission a quarter of its programmes from independent production companies, greatly increasing competition • The Cable and Broadcasting Act (1984) increased competition by allowing cables to carry as many television channels into the homes of subscribers as possible • There were other significant changes to media competition in the 1980s outside television and radio, such as the birth of the <i>Today</i> newspaper. Other relevant material must be credited.

Section C: indicative content

Option 39.1: Civil rights and race relations in the USA, 1850– 2009



Question	Indicative content
2	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Other relevant material not suggested below must also be credited. Candidates must analyse and evaluate the source to consider its value for revealing the attempts by the Thatcher governments to control investigative reporting on sensitive political issues and the attitude of her governments towards freedom of the press. The report is not named in the specification – candidates cannot therefore be expected to know about its authorship, but should be aware of the context of the source, namely attempts to control reportage during the Thatcher governments. 1. The following points could be made about the origin and nature of the source and applied when giving weight to information and inferences: • As a journalist, the writer may be sensitive to attempts by politicians to control his industry, so he may exaggerate the effects of Thatcher's interference in the workings of the media • It is an opinion piece, designed to explain and persuade • The main purpose of the article was to uphold what were regarded as traditional rights of the press against attacks by politicians • A purpose of the article was to publicise the plight of a fellow journalist. 2. The following inferences and significant points of information could be drawn and supported from the source: The Thatcher governments' attempts to control investigative reporting on sensitive political issues: • The source states that government was directly hindering reportage on matters it regarded as prejudicial to national security ('Government... obstruct British news reporting about Peter Wright...') • The source suggests that government was using the law as a cover for snooping into press activities used for political purposes ('used the Police and Criminal Evidence Act ... newspapers.') • The source implies that government was using 'national security' as an excuse to control legitimate reportage on government departments ('...corrupt stock market dealing ... national security.') • The source states that government attempts to control investigative reporting had been successful ('a great increase in restrictions'). The Thatcher governments' attitude towards freedom of the press: • The source suggests that freedom of speech had come under attack as part of the general campaign against the press by a Thatcher government ('significant erosion of freedom of the press...')



Question	Indicative content
	- The source suggests that government has a cavalier attitude towards freedom of the press, as it limits Warner's freedom not to speak ('He could face up to two years... can only protect their sources.') - The source suggests that government has a deeply suspicious attitude towards press freedom of speech ('...condemned investigative reporters as 'people who use freedom in order to destroy freedom'.') - The source suggests that the government is over-zealous in attempts to close down the freedom of the press to say what it likes ('Nine legal cases against the press... identified by the Press Council'). 3. Knowledge of historical context should be deployed to support and develop inferences and to confirm the value of the source in revealing the attempts by the Thatcher governments to control investigative reporting on sensitive political issues and the attitude of her governments towards freedom of the press. Relevant points may include: - Government intervened to curtail investigative journalism across the media in 1987, e.g. by pressurising the BBC to ban programmes in the <i>Secret Society</i> series - On the advice of government, police raided the offices of BBC Scotland and removed material about a new spy satellite, code-named Zircon, as it regarded possession of it as a threat to Cold War politics - The European Court of Human Rights found that the attempts of the British government to ban Peter Wright's book, <i>Spycatcher</i>, had violated the right to freedom of speech - The IBA refused to pull the programme <i>Death on the Rock</i> when ordered to by government, stating that free speech and free inquiry were essential for democracy and individual liberty.

Section B: indicative content

Option 39.1: Civil rights and race relations in the USA, 1850-2009

2. Finding a mark within a level

After a level has been decided on, the next stage is to decide on the mark within the level. The instructions below tell you how to reward responses within a level. However, where a level has specific guidance about how to place an answer within a level, always follow that guidance.

Levels containing two marks only

Start with the presumption that the work will be at the top of the level. Move down to the lower mark if the work only just meets the requirements of the level.

Levels containing three or more marks

Markers should be prepared to use the full range of marks available in a level and not restrict marks to the middle. Markers should start at the middle of the level (or the upper-middle mark if there is an even number of marks) and then move the mark up or down to find the best mark. To do this, they should take into account how far the answer meets the requirements of the level:

- If it meets the requirements *fully*, markers should be prepared to award full marks within the level. The top mark in the level is used for answers that are as good as can realistically be expected within that level
- If it only *barely* meets the requirements of the level, markers should consider awarding marks at the bottom of the level. The bottom mark in the level is used for answers that are the weakest that can be expected within that level
- The middle marks of the level are used for answers that have a *reasonable* match to the descriptor. This might represent a balance between some characteristics of the level that are fully met and others that are only barely met.

Indicative content

Examiners are reminded that indicative content is provided as an illustration to markers of some of the material that may be offered by students. It does not show required content and alternatives should be credited where valid.

Generic Level Descriptors: Section A

Target: AO2: Analyse and evaluate appropriate source material, primary and/or contemporary to the period, within its historical context.

Level	Mark	Descriptor
	0	No rewardable material.
1	1–3	• Demonstrates surface level comprehension of the source material without analysis, selecting some material relevant to the question, but in the form of direct quotations or paraphrases. • Some relevant contextual knowledge is included, with limited linkage to the source material. • Evaluation of the source material is assertive with little or no supporting evidence. Concepts of reliability or utility may be addressed, but by making stereotypical judgements.
2	4–7	• Demonstrates some understanding and attempts analysis of the source material by selecting and summarising information and making undeveloped inferences relevant to the question. • Contextual knowledge is added to information from the source material to expand, confirm or challenge matters of detail. • Evaluation of the source material is related to the specified enquiry but with limited support for judgement. Concepts of reliability or utility are addressed mainly by noting aspects of source provenance and judgements may be based on questionable assumptions.

Question	Indicative content
6	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement on the statement, 'During the Thatcher years, the introduction of Channel 4 (1982) was the most significant feature that promoted competition in the British media.' Arguments and evidence that, during the Thatcher years, the introduction of Channel 4 (1982) was the most significant feature that promoted competition should be analysed and evaluated. Relevant points may include: • The Broadcasting Act (1980) establishing Channel 4 profoundly affected competition. Around 60% of programming was independently produced, increasing competition, doubling the number of production companies • Permission for acquisitions and mergers between the new Channel 4 and ITV franchises, as well as commercial radio, led to significant cross-media ownership and therefore to increased competition • The additional hours of broadcasting by Channel 4 increased opportunities for competition among broadcasters from minority groups, whether ethnic, cultural or occupational, to mark their place in the community • The introduction of Channel 4 led to increased competition among commentators of differing political views for airtime on television, e.g. in the Friday Alternative and Union World programmes • The Broadcasting Act that set up Channel 4 also established the Welsh language channel S4C, which increased competition with ITV for advertising and audience in the principality. • Arguments and evidence that, during the Thatcher years, the introduction of Channel 4 (1982) was not the most significant feature that promoted competition in the British media should be analysed and evaluated. Relevant points may include: • The Cable and Broadcasting Act (1984) increased competition by allowing cables to carry as many television channels into the homes of subscribers as possible • Television began the funding of independent British films during this time, such as the Merchant-Ivory docudrama, <i>The Courtesans of Bombay</i>, indicating intense competition among film-making businesses • There were significant changes to media competition in the 1980s outside television, radio and film, such as the birth of both the <i>Independent</i> and <i>Today</i> newspapers • The Broadcasting Act (1990) mandated that every terrestrial channel had to commission a quarter of its programmes from independent production companies, greatly increasing competition • The Broadcasting Act (1990) allowed for the creation of a fifth analogue terrestrial television channel in the UK, which turned out to be Channel 5, increasing competition among terrestrial channels • There was a growth in multichannel satellite television and local radio, further increasing competition • The number of commercial radio stations, collectively known as Independent Local Radio, increased from twenty in 1979 to fifty eight in 1990, greatly increasing competition. Other relevant material must be credited.

Section C: indicative content**Option 39.1: Civil rights and race relations in the USA, 1850–2009**



2.

Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Other relevant material not suggested below must also be credited.

Candidates must analyse and evaluate the sources to consider how far the historian could make use of them in revealing the role of Alastair Campbell in justifying the government's position on the invasion of Iraq in 2003 and his impact on the attitudes of the media towards the Labour Government. This source is about Alastair Campbell, who is named in the specification.

The following points could be made about the origin and nature of the source and applied when giving weight to information and inferences:

- The international organisation is likely to regard the Labour Party as insufficiently left-wing and Campbell, the guru behind New Labour, as a liability to socialist traditions and thus view his pronouncements in a negative light
- The writer quotes the Foreign Secretary against Campbell in order to deflect blame about the handling of the Iraq invasion from the government ('Campbell must take responsibility')
- The writer shows some balance by admitting that mistakes made on Iraq were not completely Campbell's fault ('shift attention away from the government's dishonesty')
- The writer's criticisms seem designed to criticise a communications man for falling out with his main lines of communication ('...*Observer* and the *Mirror* have all criticised Campbell for attacking the BBC').

The following inferences and significant points of information could be drawn and supported from the source:

Linked to Alastair Campbell's role in justifying the government's position for the invasion of Iraq:

- It indicates that Campbell's agenda is to deflect criticism of the government over handling of the dossiers ('divert attention from the embarrassing disclosures')
- It claims that Campbell had deliberately misrepresented the danger posed by Saddam to justify the government's support for invasion (Campbell... "sexed-up" the first intelligence dossier')
- It suggests that Campbell had brought the government into disrepute by his authoring methods ('the second "dodgy dossier"— plagiarised from a doctoral student's thesis—was a political embarrassment')
- It implies that the Prime Minister and heads of security were persuaded by Campbell to be directly involved in producing false premises for invasion (Campbell's quote doesn't deny his part in the 'lie').

Linked to the attitudes of the media towards the Labour Government:

- It suggests that Campbell's strategy risks political disaster for Labour by attacking a trusted organisation that it needs to keep inside ('To seek to destroy the BBC... is not the best political strategy')
- It provides evidence that Campbell's use of "dodgy dossiers" has soured the attitude of most of the press towards the Labour Party ('the government has alienated many of its usual supporters in the press')



Question	Indicative content
	• It suggests that through Campbell's attacks the BBC now has an unprecedented interest in attacking the government ('Previous governments... never backed it into a corner as Campbell has done'). Knowledge of historical context should be deployed to support and develop inferences and to confirm the value of the source in revealing the role of Alastair Campbell in justifying the government's position on the invasion of Iraq in 2003 and the impact on the attitudes of the media towards the Labour government. Relevant points may include: • 'Sexing-up' refers to the claim that Saddam Hussein's regime could launch a strike with his Weapons of Mass Destruction (WMD) within 45 minutes. No evidence was found of this by UN inspectors • A letter leaked to the <i>Guardian</i>, from Campbell to the Commons Foreign Affairs Select Committee advocated 11 changes to the Iraqi dossier prior to its publication, though not including the 45-minute claim • Hans Blix, the UN Inspector, asked for more time to find WMD before it could be used as justification for invasion. But, based on the dossiers, Blair said the threat to Britain was a 'real and present danger' • It was suggested that Campbell was the target of a band of right-wing journalists and some Labour cabinet ministers who resented his detailed policy knowledge, short temper and close relationship to Tony Blair • Worsening relations between the government and the BBC over Campbell's attacks were exacerbated by the apparent suicide of David Kelly, who was accused of leaking dossier details to a BBC reporter. Other relevant material must be credited.

Section B: indicative content

Option 39.1: Civil rights and race relations in the USA, 1850–2009

Question	Indicative content
6	Answers will be credited according to candidates' deployment of material in relation to the qualities outlined in the generic mark scheme. The indicative content below is not prescriptive and candidates are not required to include all the material which is indicated as relevant. Candidates are expected to reach a judgement about whether the Hutton Inquiry (2003) had a highly significant impact on the relationship between the Labour Government and the BBC. Arguments and evidence supporting the judgement that the Hutton Inquiry (2003) had a highly significant impact on the relationship between the Labour Government and the BBC should be analysed and evaluated. Relevant points may include: • The damaging conclusions of the Hutton Inquiry findings, the Hutton Report, led to the resignations of senior BBC executives, Gavyn Davies and Greg Dyke, straining relations with the Labour Government • The Labour Government lost its senior communications and strategy adviser, Alastair Campbell, who resigned during the Hutton Inquiry. Many members of the Government blamed the BBC's role in this decision • The Hutton Inquiry led to a radical shake-up of government communication; widespread obsession with dominating the news agenda reduced, facilitating a more comfortable new relationship with the BBC • As a result of the Hutton findings, new ways of coordinating government media operations with the BBC were devised, using the civil service, thus largely returning to the way operations were run before Blair's election. Arguments and evidence opposing the judgement that the Hutton Inquiry (2003) had a highly significant impact on the relationship between the Labour Government and the BBC should be analysed and evaluated. Relevant points may include: • The Hutton Report was so widely condemned for being an official whitewash that it had remarkably little impact on the long-term relationship between the Labour Government and the BBC • An internal review at the BBC in response to the Hutton Report, known as 'the Process', did little to change the somewhat frosty relationship with the Government as it confirmed existing BBC editorial guidelines • The BBC was not cowed by the Hutton Inquiry and continued to broadcast news, interviews and documentaries that were sharply critical of the Government • The Report confirmed an already consistent trend in the relationship, even before the Gilligan affair. A series of media embarrassments had already occurred involving Government resignations, e.g. Moore and Sixsmith • The Hutton Inquiry, and its subsequent Report, did not bring an end to political party spin, indicating that the basis of the relationship between the BBC and the Government did not change substantially. Other relevant material must be credited.

Section C: indicative content

Option 39.1: Civil rights and race relations in the USA, 1850–2009

