

**GCSE (9–1)**

*Exemplar Candidate Work*

# ***MEDIA STUDIES***

**J200**

For first teaching in 2017

**J200/02 Summer 2019  
examination series**

Version 1

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# Introduction

These exemplar answers have been chosen from the summer 2019 examination series.

OCR is open to a wide variety of approaches and all answers are considered on their merits. These exemplars, therefore, should not be seen as the only way to answer questions but they do illustrate how the mark scheme has been applied.

Please always refer to the specification <https://www.ocr.org.uk/Images/316659-specification-accredited-gcse-media-studies-j200.pdf> for full details of the assessment for this qualification. These exemplar answers should also be read in conjunction with the sample assessment materials and the June 2019 Examiners' report or Report to Centres available from Interchange <https://interchange.ocr.org.uk/>.

The question paper, mark scheme and any resource booklet(s) will be available on the OCR website from summer 2020. Until then, they are available on OCR Interchange (school exams officers will have a login for this and are able to set up teachers with specific logins – see the following link for further information <http://www.ocr.org.uk/administration/support-and-tools/interchange/managing-user-accounts/>).

It is important to note that approaches to question setting and marking will remain consistent. At the same time OCR reviews all its qualifications annually and may make small adjustments to improve the performance of its assessments. We will let you know of any substantive changes.

## Question 1

- 1 Identify the word that describes a large company which owns a set of companies that produce different media forms.

..... [1]

### Exemplar 1

1 mark

Media conglomerate

..... [1]

### Examiner commentary

One mark was given for knowledge of this term, even if the spelling was not accurate. Most candidates got one mark for this question.

## Question 2

- 2 Explain one way that music radio stations can meet the requirements of public service broadcasting (PSB). Use the Radio 1 Live Lounge as an example in your answer.

..... [4]

### Exemplar 1

4 marks

Radio stations must follow PSB and as BBC values which are also the Reithian values of inform, educate and entertain. This is clearly shown in the Radio 1 Live Lounge episode with Craig David and Boshie singing IDGAF. The 20 minute interview with presenter Claire Amol informs the audience about any upcoming releases or anything we should expect.

### Examiner commentary

This is part of a longer answer but this excerpt has already gained the full four marks.

The 'inform' aspect of Reithian values is explained at the end of the excerpt, meeting the requirement in the mark scheme for '2 marks for a valid detailed explanation of how music radio stations can meet PSB requirements.'

The example from the Radio 1 *Live Lounge* meets the requirement for '2 marks for effective exemplification of public service broadcasting requirements being met in the Radio 1 Live Lounge.'

Answers could not earn two marks for exemplifying the 'entertain' part of 'educate, inform and entertain' as this is not a distinctively PSB requirement, which meant that some answers using this formulation lost marks for exemplification.

## Exemplar 2

4 marks

One way is that the artists featured show diverse cultures<sup>and genres</sup>, which meets the requirement of being relatable for everyone – all races, genders, etc. For example, Radio 1 Live Lounge featured Dua Lipa & ~~pe~~ Cwhe (who is of mixed race) performing with a group of other women who have music of different genres. In one clip, they sing Dua Lipa's famous pop song 'IDGAF', which attracts a wide audience, as well as other songs that attract a more niche audience. This means many people will be attracted to watching the live lounge as they can relate, which meets the requirements of psb. [4]

## Examiner commentary

This approach to Question 2 – using more specific PSB requirements, such as, in this case, 'Representing diversity and alternative viewpoints' – tended to encourage more effective exemplification.

## Exemplar 3

0 marks

One way is by featuring well known artists that are liked by the public to provide them with what they desire to hear. This could also link to the idea of having the broadcast air at a reasonable time so people are more likely to listen to it. This would meet requirements of the public. The ~~just~~ <sup>just</sup> is broadcasted at a popular time would result ~~a lot of times in~~ a larger audience. [4]

## Examiner commentary

This answer contains no reference to PSB requirements and no exemplification from the programme, hence the zero mark. A number of weaker answers stated erroneously that a large or mass audience meets PSB requirements.

This shows the importance of being sure to answer the question, though in this case it appears that the candidate failed to understand the question rather than ignoring it.

## Question 3

- 3 Explain how music videos use representations to create difference. Refer to one set pair of music videos you have studied that use different representations to support your answer. The set pairs of music videos are:

Pair 1:	Wheatus – Teenage Dirtbag	Avril Lavigne – Sk8er Boi
Pair 2:	Mark Ronson, Bruno Mars – Uptown Funk	Beyoncé – If I Were A Boy
Pair 3:	The Vamps, Demi Lovato – Somebody To You	Little Mix – Black Magic
Pair 4:	Tinie Tempah, Jess Glynne – Not Letting Go	Paloma Faith – Picking Up The Pieces

[10]

### Exemplar 1

10 marks

Music videos use representations to create difference through their different representation of age. This is evident in 'Somebody To You' as the boys long shots of the boys playing football on the beach represent them as young and carefree. This confirms the stereotype that young people are reckless and oppose responsibility. However, this is contrasted in the video as there are many performance montage shots as it is an illustration video. This represents the boys as dedicated to their music and relates to the social cultural context as it shows the band are authentic in music in a celebrity culture that is becoming focused on branding and image. This promotes the ideology that young people can achieve their dreams. There is a different representation of age created in Black Magic. The medium close up shots of the band walking into school with unsure facial expressions represent them



as insecure and shy. This confirms the stereotype that young people are uncomfortable in their own skin and relates to a social context as young body dysmorphia is becoming a serious issue amongst teenagers.

## Examiner commentary

This answer focuses on representational differences in the two set music videos studied, with specific reference to contrasting stereotypes of young people. This is a valid approach even though the question asks about music videos in general (as it is an AO1 – knowledge and understanding – question), as the illustration demonstrates an understanding of representation and ideologies.

There was a tendency with some candidates using the Vamps/Little Mix pair of videos to focus on media language or be descriptive, rather than addressing representations, but this candidate has avoided these pitfalls.

## Exemplar 2

1 mark

In both music videos I have studied the are represented in ~~it~~ completely different ways.

In 'If I were a boy' by Beyoncé it is coloured in black and white to show the significance and importance of the music video. This is done because the lyrics are very deep which helps us focus more on ~~the~~ the lyrics and less on the video. In 'uptown funk' by Mark Ronson and Bruno Mars it features bright colours that draw your attention to the music video this is so it entertains us and not ~~entertains~~ bore us. The lyrics are a lot less important as there is no deep meaning ~~to~~ involved in it.

In 'If I were a boy' it is a very quiet and slow song which makes it less likely to be a party song and more relaxing. In 'uptown funk' it is made to be jump and lively this makes us want to get up and dance which makes it more likely to be a party song.

Overall both music videos created difference depending on the audience

## Examiner commentary

This answer shows some knowledge of the music videos, and so gains the one mark for a weak attempt to show knowledge and understanding of representation, but fails to address the issue of representation effectively, instead focusing on media language in a descriptive manner.

The Ronson/Beyoncé pairing was perhaps the most popular of the four, many answers contrasting the sexualised representation of women in the Ronson video with the powerful representation of women in the Beyoncé video, with better answers addressing the complexities of representation in both videos but still linking these to differences.



## Question 4

- 4 Refer to **Extract 1** in the insert. Analyse the use of stereotypes in the representations in **Extract 1**, the front cover of *MOJO* magazine.

[5]

### Exemplar 1

5 marks

MOJO Magazine primarily focuses on rock music, but goes against this stereotype by using Kate Bush as the main image of the ~~the~~ front cover. However there are still more men on the cover than women! Kate Bush is openly looking at the camera ~~with~~ with a vulnerable look which is a stereotypical representation of women. The serious look on the man in the corner's face plays into the stereotype that men are more dominant while the playfulness of the other two men's faces goes with the stereotype of how young ~~the~~ men are rebellious and childish.

[5]

### Examiner commentary

This was an analysis of an unseen extract, which might be expected to create added difficulty, but candidates appeared to find the question accessible.

The question asked for analysis of stereotypes – in the plural – so at least two examples were required for answers to reach the top band. This answer accurately refers to three stereotypes that are activated by the cover (ignoring the initial comment) so earns full marks, even though none of the analyses are developed at length.

Note that answers could gain marks for arguing that Kate Bush's image was stereotypically sexualised or anti-stereotypically not sexualised as either is an acceptable analysis given the source material.

## Exemplar 2

2 marks

In extract ~~on~~ 1 the magazine's front cover is a close up image of Kate Bush. The dark background connotes elegance and sophistication. Extract 1 ~~doesn't~~ conforms to most stereotypes about women. An example of a stereotype that it conforms to is that women always wear make up. This is seen to be true because on the front cover she is wearing make up.

[5]

## Examiner commentary

This answer starts by analysing media language rather than representation, then tries to make a point about stereotypes of femininity. Had this been more successful it could have earned 3 marks for analysis of one stereotype, but this point was too descriptive so the answer remained at the bottom of the band. It did not enter the 'minimal' band as there was 'some focus on how media representations are used in the extract'.

## Question 5

5\* Refer to **Extracts 1** and **2** in the insert.

How far do **Extracts 1** and **2** differ in their use of media language because they are covering different types of music?

In your answer you should:

- analyse the media language in **Extracts 1** and **2**, which are from *MOJO* and *BBC Music* magazines
- make judgements and draw conclusions about how far the media language is used differently in both extracts to fit different types of music. [15]

### Exemplar 1

AO2(1a): 10/10 AO2(1b): 5/5 15 marks

Extracts 1 and 2 differ in their use of media language through their mastheads. *MOJO* magazine's masthead is bold in sans-serif font conveying the informal nature of the magazine and the masculine dominance of the magazine. Contrastingly, the *BBC*'s masthead is in serif font conveying formality and the professional nature of the magazine. These media language elements are different because of the different types of music. *MOJO* is a rock magazine which doesn't need to be neat and precise ~~and~~ because the target audience ~~of~~ enjoy rebellion as they are from the punk era. On the other hand, the *BBC*'s covers classical music which is a traditional genre and therefore requires a traditional, formal cover.

Secondly, the covers use different media language through the different levels of sophistication in their coverlines. This is seen as a MOTO coverline reads "Steve Jones Speaks!". The ~~informal~~ informal language connotes the relaxed nature of the magazine. In contrast, the BBC coverline reads: "exclusive interview". The formal language connotes the prestigious importance of the interviewee. The these elements differ because of the different target audiences of the genre of magazine. MOTO targets men in the ABC1 bracket which requires less sophisticated than the BBC audience of highly sophisticated and educated audience of AB1.

## Examiner commentary

This proved an accessible question and most candidates could compare the media language in the two extracts regardless of their level of understanding of *BBC Music* magazine.

This answer, though unusually long, undertakes the same analyses that weaker answers might attempt with less depth, breadth, or accuracy. Analyses (AO2.1a) of typography, language-use in cover lines, and colour palettes are clearly linked to judgements and conclusions (AO2.1b) about the significance of musical genre weighed up against the significance of target audience.

## Exemplar 2

AO2(1a) : 5/10 AO2(1b) : 4/5 9 marks

Extract one is a more casually portrayed cover, this is shown by the colourful fonts and more relaxed placement of images and headlines. This was done in order to reflect the casual nature of the music type from this magazine as rock is a very free genre of music that allows people to express themselves.



in any way that they want.

Extract 2 takes a different approach as the fonts are very formal and the cover has less headlines to create a simplistic look. This is done in order to present the traditional and formal contexts of classical music. The placement and expression of the man on the cover reflects this as his clothes are formal and he has a professional expression and pose on the cover.

This shows that both covers use different media language in order to reflect or represent the genre of music as both genres are very different and due to this, have different ways to be represented in order to reflect the genre codes of the music and to accurately portray the content of the magazine.

## Examiner commentary

This answer gained a middle Level 2 mark for analysis and a Level 3 mark for judgements and conclusions. The AO2 (1a) analysis, though accurate, is imprecise, but clear AO2 (1b) judgements are made. For example, 'colourful fonts' and 'relaxed placement of images and headlines', though vague, does link to a clear judgement about the casual nature of rock music. The AO2 (1b) mark cannot go higher than 4, however, as the judgements are not fully supported by the weak analysis.

## Question 6

6 Identify the word that describes the way newspapers increasingly operate on a world-wide scale.

..... [1]

### Exemplar 1

1 mark

..... globalisation ..... [1]

### Examiner commentary

One mark for the correct answer.



## Question 7

- 7 Explain one of the uses and gratifications of online news using Blumler and Katz's theory. Use the online version of *The Observer* as an example in your answer.

[4]

### Exemplar 1

3 marks

One of the uses and gratifications that apply here is social interaction. This is because online news is very interactive via social media or the website itself. This means that, not only does reading about things <sup>can possibly</sup> possibly ~~can~~ feel like a real conversation, but it's very easy and convenient to respond via comments, or discuss the subject with other people doing the same thing as you. Therefore, online news allows people to discuss the matters they learn about, offering them social interaction with like-minded people online. [4]

### Examiner commentary

This question was accessible to candidates who knew uses and gratifications theory – as this answer shows – and also were familiar with the online *Guardian/Observer* as a source of exemplification – which is not clear from this answer.

This answer easily earns the first two marks for explaining social interaction and integration but only earns one of the two marks available for exemplification as this is too generalised. To earn a second mark the answer needs a specific reference to one example such as: how the opinion section allows comments, how pieces are promoted as 'most commented' on the website, how the site encourages comments with *Guardian* picks, how the site allows responses to specific comments, how the site asks for recommendations and so on.

Similarly, answers using surveillance needed to give examples such as explicit live updating or the different sections of the website offering a sense of knowing about culture, news and sport, for example, to gain two marks for exemplification.

## Exemplar 2

**1 mark**

One of the uses and gratifications is so that people have something to talk about and the advantage of the observer being online makes it so everyone with internet can access it making it easier to talk about something like the observer as everyone can get to it.

[4]

### Examiner commentary

This answer demonstrates some knowledge of uses and gratifications theory, so gains one mark. Many weak answers where the candidates did not know the theory gained zero or were 'no response' answers.

## Question 8

8 Refer to **Extract 3** in the insert.

Analyse the representations of social groups in **Extract 3**, the front page of *The Observer*. Give **two** examples from the extract.

.....  
 ..... [5]

### Exemplar 1

5 marks

ethnic minorities are represented in a positive way on this page, as Chiwetel Ejiofor is named "one of the most influential black Britons". This connotes power and suggests that society is much more accepting and diverse, and that *The Observer* supports that - which supports their left-wing stance.

Women are also represented positively because Carey Mulligan is represented as strong for protesting against war in Aleppo. "Suffering of children" shows that *The Observer* (as a left-wing paper) supports her actions, and represents her as strong for standing ~~up~~ up for them. [5]

### Examiner commentary

This answer gains full marks for effective analyses of the representation of two social groups.

## Exemplar 2

2 marks

One representation is that actors care for Syrian children as there is an image of an actor with a teddy bear and to summarise the caption she's protesting to represent the Syrian children with one teddy bear.

Another representation is another woman who is powerful as she's a food activist and in the caption it explains that she is "low power" so the representation of women is mainly power.

[5]

## Examiner commentary

This answer is fairly typical of those that 'list social groups present in the extract with some attempt at representation analysis', except that it is at the better end of such answers and almost makes it up to three marks for the analysis of one social group. The section on 'actors' is highly descriptive; that on the food activist approaches a representation analysis.

The weakest answers at this mark point were very descriptive – 'there is a black man', 'there is a woman' but at least understood the concept of 'social group'. Some candidates really struggled with this concept and perhaps needed a checklist of social groups they might look to analyse in any extract.



## Question 9

- 9\* In this question you will be rewarded for drawing together elements from your full course of study, including different areas of the theoretical framework and media contexts.

How far does the media language in **Extract 3**, the front page of *The Observer*, reflect genre conventions?

In your answer you should:

- analyse the media language in **Extract 3**, giving examples from the extract
- make judgements and draw conclusions about how far the media language reflects generic conventions or other areas of the theoretical framework and media contexts. [15]

### Exemplar 1

AO2(1a) : 8/10 AO2(1b) : 5/5 13 marks

One way is the use of muted colours. The colour palette consists of mostly blue, with some muted orange. This reflects genre conventions as it shows that newspapers don't have to be eye-catching or bright in order to sell. This is because the demographic (The Observer is interested in (ABC1 adults)) are more interested in actual news and seriousness than bright colours and celebrity gossip, as it is a broadsheet newspaper that doesn't feature that kind of gossip.

The use of *mise-en-scène* is key to reflect the genre, as everyone featured in images <sup>(both men and women, with other races - diversity, representing everybody)</sup> has serious facial expressions, and they wear business suits. This could offer personal identity to their target demographic - business people ~~sector~~ interested in serious, neutral news. This is even ~~better~~ more prominent for the Observer, who is very neutral & in politics and unbiased, which is also clear in the headline 'Leading banks to pull out of Brexit UK early next year', which shows no opinions on Brexit or the banks, only the facts. This is something the Observer prides itself on,

and something that leads audiences to choose it over other newspapers.

Another way it reflects genre conventions is that, despite having multiple large photographs, there is still quite a lot of cover (text), especially for a front cover, which is typical in broadsheet newspapers. The mix of serif and sans serif fonts also shows how they intend to target all audiences – every class.

## Examiner commentary

This answer is synoptic – it meets the requirement to draw together elements from the full course of study, including different areas of the theoretical framework and media contexts. In their responses candidates need either to draw together more than one area of the framework (media language and audience in this case) or to cover one area of the framework plus media contexts. This requirement will be found in one question on each paper. In the future, the synoptic question will be phrased so that candidates simply need to answer all parts of the question to achieve synopticity. In practice, candidates this year writing at a good enough standard to earn more than 8 marks for AO2(1a) automatically met the requirement.

This answer gains eight marks for analysis even though it is not highly detailed, because it is (mostly) accurate, focused on media language, and made relevant to a judgement about the role of genre conventions – this clear judgement gaining the full five marks.

Every time the answer discusses another area such as audience, it is in relation to media language, the focus of the question. So target audience is linked to the colour palette, the mise-en-scène of the photography, and a slightly weak argument about the mix of fonts. Many weaker answers simply discussed audience, representation or industry without reference to the media language, and did not achieve high marks (see the next exemplar).

## Exemplar 2

AO2(1a): 5/10 AO2(1b): 2/5 7 marks

Media language is used in Extract 3 to reflect genre conventions as they ~~then~~ show politics in half of the page as one genre convention; stating "leading banks set to pull out of Brexit UK early next week year" this phrase reflects the observer to inform ideas of politics of current news such as 'Brexit'. The observer uses ~~font~~ serif text describing the (Brexit case) to ~~cannot~~ importance and formality of the news compared to the second half of the page showing less importance or a different genre conventions



Furthermore, media language is used to reflect genre conventions in 'the observer' as they include a cropped image of the "Best cakes" claiming to include '20 Best cake recipes' shows the genre convention of 'the observer' to involve food as known as ; "Observer food monthly" as this shows the Observer includes interests and updates on deserts as they target wide range of audiences such as people who like food to give variety of topic options as 'the observer' includes reflects "Observer food"

finally, media language is used to reflect 'the observer' ~~meta~~ genre conventions as they include diverse topics. This is seen when there is one image of a Black man wearing a suit with the phrase "... 100 most influential black Britons". This reflects the observer to include wide range of diverse figures and their significant roles as this reflects their genre convention to include different race <sup>involving</sup> all aspects to modern Britain to news.

## Examiner commentary

This answer does contain some accurate media language analysis – the informative tone of the headline quoted and the formal connotations of the serif fonts – but most of the answer is descriptive or doesn't answer the question. There is just enough here to warrant five marks for analysis.

It is unclear whether or not the candidate understands the broadsheet/quality genre. The first paragraph suggests some understanding, but the second and third paragraphs suggests they are using the term 'genre convention' to refer to the specific political stance or other recurrent features of The Observer (this was a common feature of weaker answers) rather than generic features common to broadsheet newspapers as a whole. It is possible that this candidate has only studied the set product with little knowledge of newspapers in general, which didn't appear to be a problem with television genres in paper one, suggesting that candidates need to gain more familiarity with this media form.

The answer does touch upon representation and audience, but these are not made relevant to the question.

There is an attempt to address the second bullet point in the question – judging how far the media language reflects genre or other areas – but this only just creeps into Level two for AO2(1b).

## Question 10

- 10 Explain how social and cultural contexts influenced newspapers in the 1960s. Refer to stories from the front pages of the set newspapers you have studied to support your answer.

[10]

### Exemplar 1

10 marks

One way is that in the October 1966 edition, the main image is of Queen Elizabeth. This reflects the intense patriotism that was felt by everyone at the time, as it shows people celebrating English culture. The Queen is a symbol of Britishness and ~~this~~ a celebration of British culture is clear in that she is the main image.

Contexts of the Cold War at the time <sup>(Cuba crisis + arms race between USA + Soviets)</sup> are shown in both 1966 newspapers - headlines featured in both 'America accused...' and 'US spy-plane'. This shows how big of an issue the Cold War was at the time, as England wasn't even involved, but was an ally of the US. It clearly influenced newspapers considering there were two headlines on the subject.

Another context shown is that marriage was a huge part of society that influenced many newspapers. This is clear in that in the 1968 Observer, there is a big headline 'Jackie: we're happy' on Jackie Kennedy discussing her marriage to her new husband. This shows how women were only seemed to be important because of their relationship with their husband. This is emphasised in that in another picture, the man is holding his wife - showing he was more powerful than her. This shows 1960s England as a very patriarchal society, which influences newspapers a lot.

## Examiner commentary

This answer discusses three contexts – patriotism, the cold war, and the stress on marriage in a patriarchal society – and cites stories from the newspaper front pages showing the influence of two of these (plus a photo reflecting the third).

Note that this candidate has achieved full marks within the space allotted on the exam paper – this was a common occurrence. A concise answer that clearly and accurately addresses the question will out-perform a lengthy and hastily-written answer that lays out everything the candidate knows about a topic regardless of the question.

### Exemplar 2

5 marks

Social and cultural contexts influenced newspapers in the 1960's as the men were in the most powerful roles to have in society. One of them would include being a newspaper reporter. In the 1960's women were not given as much power or opportunity as men but had the been stereotypical represented as ~~the~~ men's desire misis seen when one of the 1960's newspaper included a lingerie marketing targeted at women meant that that was the expectation they had needed for men as men wrote the newspaper encouraging women on how to dress and appeal to a man's desires as women were seen as powerful sex objects.

Secondly, social and cultural contexts influenced newspapers in the 1960's as it involved much destruction and war; such as the vietnamese war had been reflected in the 1960's newspapers because they are one of the significant events being seen that affected 1960's society. Furthermore these news papers put a division of men and women due to their roles as men for politics and war and women as clothing and cooking. This influenced newspapers to ~~be~~ have sexist roles between men and women including the magazine being targeted for men. [10]

## Examiner commentary

This candidate demonstrates knowledge of two media contexts (patriarchy and the Vietnam war) but the answer lacks exemplification from the stories on the front pages to demonstrate understanding, meaning that it gains a Level two mark.



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