

Please check the examination details below before entering your candidate information

Candidate surname					Other names				
Centre Number					Candidate Number				

Pearson Edexcel Level 3 GCE

Thursday 12 June 2025

Morning (Time: 2 hours 15 minutes)

Paper reference **9HI0/39**

History

Advanced

PAPER 3: Themes in breadth with aspects in depth

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

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

You must have:
Sources Booklet (enclosed)

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- You must answer **three** questions on the option for which you have been prepared.
- There are three sections in this question paper. Answer **one** question from Section A, **one** question from Section B and **one** question from Section C.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 60.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Check your answers if you have time at the end.

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SECTION A

Choose EITHER Question 1 OR Question 2 for which you have been prepared.

You must start your answer on page 3.

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

Study Source 1 in the Sources Booklet before you answer this question.

- 1 Assess the value of the source for revealing the US federal government approach to racial discrimination and the issues of racial separation in the late 19th century raised by Plessy v. Ferguson (1896).

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

(Total for Question 1 = 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)

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SECTION B

Answer ONE question in Section B on the option for which you have been prepared.

You must start your answer to your chosen question on the next page.

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

EITHER

- 3** 'Segregation was the chief cause of grievances expressed by black Americans in the New Deal years (1933–41).'

How far do you agree with this statement?

(Total for Question 3 = 20 marks)

OR

- 4** How significant were Martin Luther King's non-violent campaigns in achieving civil rights for black Americans in the years 1954–63?

(Total for Question 4 = 20 marks)

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

EITHER

- 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)

OR

- 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)

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SECTION C

Answer ONE question in Section C on the option for which you have been prepared.

You must start your answer to your chosen question on the next page.

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

EITHER

- 7** 'The requirements of industry were the most significant reason for the changing geographical distribution of black Americans in the years 1850–2009.'

How far do you agree with this statement?

(Total for Question 7 = 20 marks)

OR

- 8** '*The Birth of a Nation* (1915) was the key turning point in changing the attitudes of white Americans to the black American struggle for civil rights.'

How far do you agree with this statement about the impact of films in the years c1910–2009?

(Total for Question 8 = 20 marks)

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

EITHER

- 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)

OR

- 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)

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TOTAL FOR PAPER = 60 MARKS



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Pearson Edexcel Level 3 GCE**Thursday 12 June 2025**

Morning (Time: 2 hours 15 minutes)

**Paper
reference****9HI0/39****History****Advanced****PAPER 3: Themes in breadth with aspects in depth****Option 39.1: Civil rights and race relations in the USA, 1850–2009****Option 39.2: Mass media and social change in Britain, 1882–2004****Sources Booklet****Do not return this Booklet with the question paper.***Turn over* ►**P76453A**©2025 Pearson Education Ltd.
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Sources for use with Section A.

Answer the question in Section A on the option for which you have been prepared.

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

Source for use with Question 1.

Source 1: From the opinion of Justice John Marshall Harlan regarding the case of Plessy v. Ferguson, issued May 1896. Here Harlan is discussing the ruling of his fellow Supreme Court justices.

The ruling in Plessy v. Ferguson is inconsistent with equality of rights of citizenship and with the personal liberty enjoyed by everyone within the USA.

The Thirteenth Amendment did not permit withholding any right of freedom. It not only halted the institution of slavery but it prevented the imposition of any laws that constitute slavery by another name. The Fourteenth Amendment greatly advanced the authority of American citizenship and personal liberty by declaring that 'No state shall deny to any person the equal protection of the laws'. These two Amendments, if enforced according to their true intent, will protect all the civil rights of freedom and citizenship. 5

Finally, so that no citizen should be denied because of his race the privilege of participating in the democratic system, the Fifteenth Amendment declared that 'the right of citizens to vote shall not be limited by the USA or by any state on account of race, colour, or previous servitude.' 10

These notable Amendments were welcomed by the friends of liberty worldwide. They removed the race issue from our governmental systems. In 1883, this Court confirmed that 'the law in the states shall be the same for black as for white; that all persons shall stand equal before the law, that no discrimination shall be made against them by law because of their colour.' 15

In the eyes of the law, there is in this country no superior ruling class of citizens. Our constitution is colour blind, and does not tolerate different status among citizens. In respect of civil rights, all citizens are equal before the law. The separation of citizens on the basis of race, while they are on public transport, is a sign of servitude wholly inconsistent with the civil rights established by the Constitution. It cannot be justified upon any legal grounds. 20

The ruling in this case will poison relations between the races. Nothing can more certainly arouse race hate and distrust between races, than a state law, namely the 1890 Separate Car Act, that ignores the Constitutional Amendments. For the Act, and a number of our other state laws, assume that Black Americans are so inferior and dishonoured that they cannot be allowed to sit in public coaches occupied by white citizens. 25 30

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. <i>The Magic Roundabout</i> , 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 <i>Coronation Street</i> . 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 <i>Till Death Us Do Part</i> , 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
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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

