

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**  
**GCSE**

**B323/01**

**MEDIA STUDIES**

**Textual Analysis and  
Media Studies Topic (Print)**

**MONDAY 15 JUNE 2015: Afternoon**

**DURATION: 1 hour 45 minutes  
(including 30 minutes to prepare)  
plus your additional time allowance**

**MODIFIED ENLARGED**

<b>Candidate forename</b>		<b>Candidate surname</b>	
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<b>Centre number</b>						<b>Candidate number</b>				
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**Candidates answer on the Question Paper.**

**OCR SUPPLIED MATERIALS:**

**Extract (B323/01 inserted)**

**OTHER MATERIALS REQUIRED:**

**Additional plain paper for notes**

**READ INSTRUCTIONS OVERLEAF**

## **INSTRUCTIONS TO CANDIDATES**

**The Insert will be found in the centre of this document.**

**Write your name, centre number and candidate number in the boxes on the first page. Please write clearly and in capital letters.**

**Use black ink.**

**Answer ALL the questions.**

**Study all the pages of the extract carefully, including all words, photographs and graphics.**

**Write your answer to each question in the space provided. Do not write outside the dotted lines.**

**Additional paper may be used if required but you must clearly show your candidate number, centre number and question numbers.**

**Make notes on the additional paper provided. You must hand this in at the end of the examination.**

## **INFORMATION FOR CANDIDATES**

**The number of marks is given in brackets [ ] at the end of each question or part question.**

**The total number of marks for this paper is 80.**

**Use of appropriate Media Studies terminology will be credited.**

**Quality of written communication will be assessed – you should write clearly and fluently in sentences with accurate spelling, punctuation and grammar.**

**Any blank pages are indicated.**

**BLANK PAGE**

## SECTION A

Answer **ALL** the questions.

Textual analysis

### **ADVICE TO CANDIDATES**

You have up to 30 minutes to read the questions, study the extract and make notes.

The extract is the front cover, the Contents page, the 'Fashion Moment' page, and the 'Love Lives' pages from the magazine 'Look' (15 July 2013).

- 1 Explain TWO ways the magazine extract fits the genre of lifestyle magazines.**  
**Use examples from the extract.** [10]

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**2 Explain how EACH of the following elements is used to create effects:**

**layout**

**typography**

**colour**

**language.**

**You should use at least TWO examples from the extract for EACH element.**

**[20]**

**LAYOUT** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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[illegible]



[illegible]

[illegible]

- 3 Discuss the REPRESENTATIONS in the extract.  
Refer to stereotypes in your answer.  
Use examples from the extract.**

**[20]**

**You might consider the representation of:**

**gender**

**age**

**race and nationality**

**celebrity.**

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**[TOTAL: 50]**

## SECTION B

**Media topic: Television and/or radio comedy**

**Answer BOTH parts of this question using comedy programmes that you have studied.**

- 4 (a) Explain, in detail, why ONE comedy programme was chosen by one channel and scheduled at one time on one day.**

**Write the details of your chosen programme in the box below. [15]**

<b>PROGRAMME</b>
<b>Programme name:</b>
<b>Channel:</b>
<b>Time:</b>
<b>Day:</b>

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[illegible]

[illegible]



[illegible]

[illegible]

**[TOTAL: 30]**

**END OF QUESTION PAPER**

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