

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GCSE**

B323/01

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

TUESDAY 24 MAY 2016: Morning

DURATION: 1 hour 45 minutes

**(including 30 minutes to study the extract
and make notes)**

plus your additional time allowance

MODIFIED ENLARGED

Candidate forename		Candidate surname	
-------------------------------	--	------------------------------	--

Centre number						Candidate number				
--------------------------	--	--	--	--	--	-----------------------------	--	--	--	--

Candidates answer on the Question Paper.

**OCR SUPPLIED MATERIALS:
Extract (B323/01)**

**OTHER MATERIALS REQUIRED:
Additional plain paper for notes**

READ INSTRUCTIONS OVERLEAF



INSTRUCTIONS TO CANDIDATES

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.

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

SECTION A

Answer all the questions.

TEXTUAL ANALYSIS

ADVICE TO CANDIDATES

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

The magazine extract is the front cover, the editor's letter page, the contents pages, the 'On this day' page, and the 'Plough Monday' page from the magazine 'Countryfile' (January 2015). The magazine is based on the BBC1 programme Countryfile. Ellie Harrison is one of the presenters of the programme.

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

COLOUR _____

SECTION B

MEDIA TOPIC: Television and/or Radio comedy

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

- 4 (a) Explain why **TWO** channels selected different comedy programmes to schedule on particular days and at particular times.

Write the details of your chosen programmes in the table below.

[15]

PROGRAMME 1	PROGRAMME 2
Programme name:	Programme name:
Channel:	Channel:
Time:	Time:
Day:	Day:

END OF QUESTION PAPER

BLANK PAGE



Oxford Cambridge and RSA

Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.