

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GCSE**

B323/01

MEDIA STUDIES

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

TUESDAY 23 MAY 2017: Morning

**DURATION: 1 hour 45 minutes
(including 30 minutes to study the
extract and make notes)**

**plus your additional time allowance
MODIFIED ENLARGED 24pt**

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 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.

SECTION A

Answer ALL the questions.

TEXTUAL ANALYSIS

ADVICE TO CANDIDATES
You have **THIRTY MINUTES** to read the questions, study the extract and make notes.

The magazine extract is the front cover, three contents pages and the second page of the editor’s letter from the magazine GQ (March 2016).

- 1

Explain TWO ways the magazine extract fits the genre of lifestyle magazines.

Use examples from the extract. [10]
- ---

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

layout

typography

colour

language.

You should use at least TWO examples from the extract for EACH element. [20]

Layout

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Typography

Handwriting practice lines consisting of 20 horizontal lines.

Colour _____

Language _____

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3 Discuss the REPRESENTATIONS in the extract. Refer to STEREOTYPES in your answer. Use examples from the extract.

**You might consider the representation of:
masculinity**

femininity

race and nationality

age. [20]

[illegible]

[illegible]

[illegible]

[illegible]

SECTION B

MEDIA TOPIC: Television and/or Radio comedy

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

4 (a) Explain how TWO different television channels have each chosen a different comedy programme to fit their brands and their schedules.

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

Programme name:
Channel:
Programme name:
Channel:

[illegible]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

(b) Explain how ONE comedy programme offers pleasures that address a mass or niche target audience using detailed examples from the programme. [15]

Programme name:

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[illegible]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

END OF QUESTION PAPER

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