



Wednesday 11 June 2014 – Morning

GCSE MEDIA STUDIES

B323/01 Textual Analysis and Media Studies Topic (Print)

Candidates answer on the Question Paper.

OCR supplied materials:

- Extract (B323/01 inserted)

Other materials required:

- Additional plain paper for notes

Duration: 1 hour 45 minutes
(including 30 minutes to prepare)



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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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 above. 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.
- Make notes on the additional paper provided. You must hand this in at the end of the examination.
- Write your answer to each question in the space provided. Do not write outside the dotted lines.
- Additional space for answers is available on pages 15 and 16. You can use extra paper. It must clearly show your candidate number, centre number and question number(s).
- Do **not** write in the bar codes.

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.
- This document consists of **16** pages. Any blank pages are indicated.

2

SECTION A

Textual Analysis

ADVICE TO CANDIDATES

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

The extract is the front cover, two contents pages, and the contributors page from the magazine 'Tatler' (August 2012).

Answer all three questions.

- 1 Explain **two** ways the magazine extract fits the genre of lifestyle magazines.
Use examples from the extract.

[10]

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3

BLANK PAGE

Question 2 begins on page 4

PLEASE DO NOT WRITE ON THIS PAGE

4

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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- 3** Discuss how people and lifestyles are **represented** in the extract. Refer to stereotypes in your answer. Use examples from the extract.

[20]

[illegible]

[illegible]

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[Total: 50]

[illegible]

- (b)** Discuss how **two** programmes offer different audience pleasures. Give at least **one** example from each programme.

[15]

Programme 1	Programme 2
Name:	Name:

[illegible]

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.

[Total: 30]

END OF QUESTION PAPER

Write the question number if you are continuing an answer.

[illegible]

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