

OCR

Oxford Cambridge and RSA

Tuesday 24 May 2016 – 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 study the
extract and make notes)

Candidate
forenameCandidate
surname

Centre number

Candidate number

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.
- 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.
- 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

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]

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3

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PLEASE DO NOT WRITE ON THIS PAGE

Turn over for the next question

4

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

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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:

- gender
- race
- farmers and other people who live in the country
- the countryside.

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- Programme name:

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[illegible]

END OF QUESTION PAPER

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