



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 forename					Candidate 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.

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]

BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

Turn over for the next question

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

Typography

Colour

Language

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.

[20]

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:

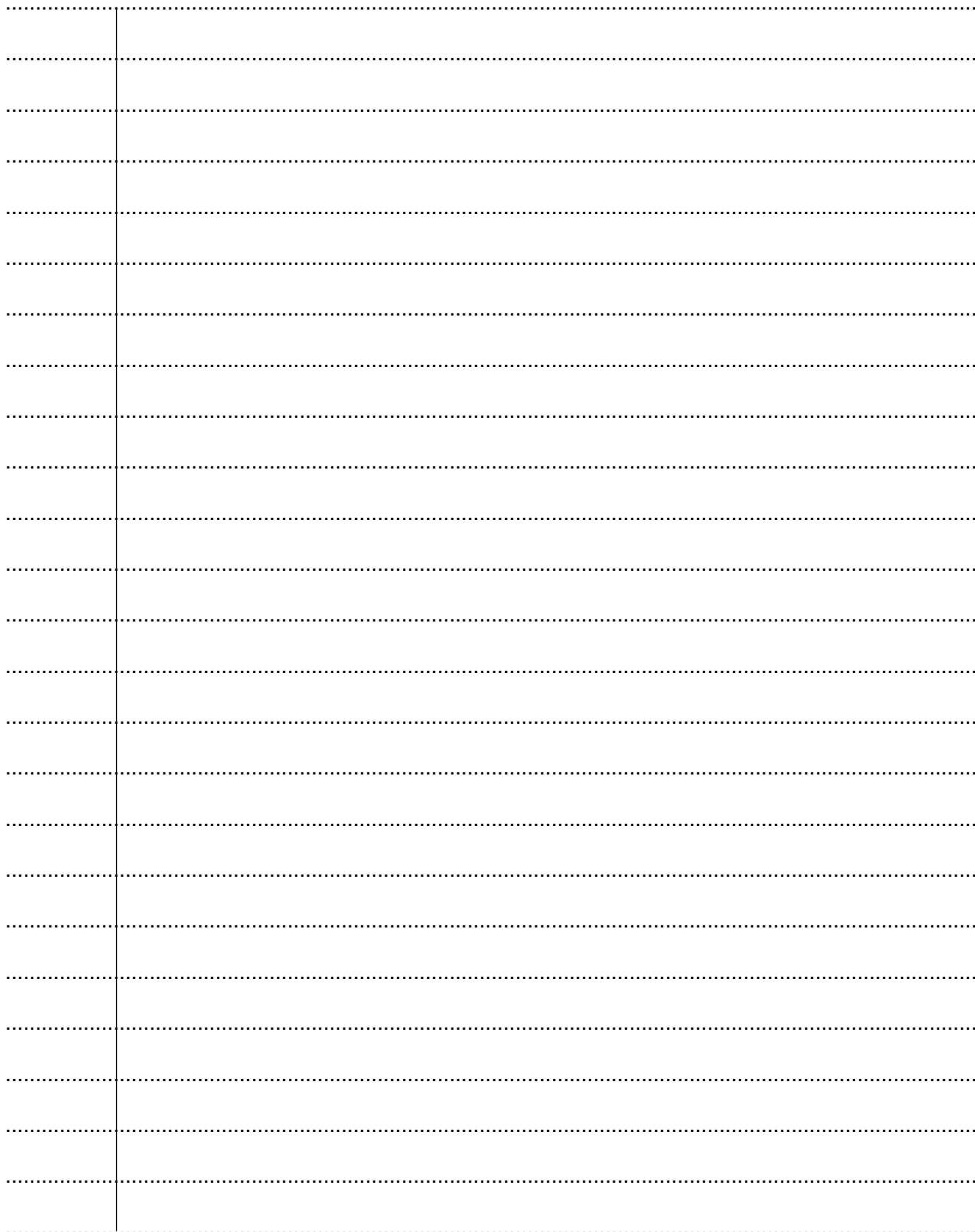
(b) Explain how **one** comedy programme offers a range of pleasures, not just making the audience laugh. **Give detailed examples from the programme.** [15]

Programme name:

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s).



The form consists of a vertical line on the left side, with a series of horizontal dotted lines extending from it to the right. There are 20 such lines, providing ample space for handwritten answers. The lines are evenly spaced and extend across the width of the 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 1GF.

For queries or further information please contact the Copyright Team, First Floor, 3 Hills Road, Cambridge CB2 2EL.

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.