

**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

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|-------------------------------|--|------------------------------|--|
| Candidate forename | | Candidate surname | |
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| Centre number | | | | | | Candidate number | | | | |
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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]

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 _____

- You might consider the representation of:**

**farmers and other people who live in the country
the countryside.**

[20]

[illegible]

[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 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: |

[illegible]

[illegible]

- (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:

[illegible]

[illegible]

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).

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