

OCR

Oxford Cambridge and RSA

Monday 4 June 2018 – Afternoon**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 inside 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 barcodes.

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 thirty minutes to read the questions, study the extract and make notes.

The magazine extract is the front cover, two contents pages, the editor's letter and a page explaining the magazine's shopping app from the magazine *Porter* (Winter 2016). This is an international magazine produced in the USA and sold in Britain.

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

[10]

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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

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[20]

This image shows a full page of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for handwriting practice or general writing. There are no margins, text, or other markings on the page.

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a full page of primary-ruled paper. It features approximately 20 horizontal dashed lines spaced evenly down the page, providing a guide for handwriting practice. The background is white, and there are no margins or other markings present.

Media Topic: Television and/or Radio Comedy

4 (a) Explain how and why **two** different channels have each scheduled a different comedy programme to reach their target audiences.

[15]

Programme 1 name:
Channel:
Programme 2 name:
Channel:

This image shows a full page of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for handwriting practice or general writing. There are no margins, text, or other markings on the page.

This image shows a full page of white paper with horizontal dashed lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

- 4 (b) Discuss how **one** comedy programme offers audience pleasures by both repeating the same elements and presenting something different. Give detailed examples from the programme.

[15]

Programme name:

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.

This image shows a full page of white paper with horizontal dashed lines, typical of primary school writing paper. The lines are evenly spaced and run 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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