



Oxford Cambridge and RSA

Monday 4 June 2018 – Afternoon

GCSE MEDIA STUDIES

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

Barcode with numbers:
* 7 3 6 0 2 5 1 0 1 6 *

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				
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Centre number						Candidate number			
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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.

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.

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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

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:

- femininity
- age
- ethnicity
- shopping.

[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 how and why **two** different channels have each scheduled a different comedy programme to reach their target audiences.

Write the names and channels of your chosen programmes in the box below.

[15]

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

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:

END OF QUESTION PAPER

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