

Tuesday 23 May 2017 – 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)



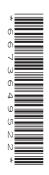
Candidate forename				Candidate surname			
Centre numb	er			Candidate nu	ımber		

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, three contents pages and the second page of the editor's letter from the magazine GQ (March 2016).

I	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

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2	Explain how each of the following elements is used in the extract to create effects:

 layou 	t
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- 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: masculinity femininity race and nationality age. 	[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 **two** different television channels have each chosen a different comedy programme to fit their brands and their schedules.

Write the details of your chosen programmes in the box below. Programme name:	[15]
Channel:	
Programme name:	
Channel:	

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(b) Explain how one comedy programme offers pleasures that address a mass or niche target

END OF QUESTION PAPER

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