

**Tuesday 23 May 2017 – Morning**

**GCSE MEDIA STUDIES**

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

**Duration:** 1 hour 45 minutes  
(including 30 minutes to study the  
extract and make notes)

Candidates answer on the Question Paper.

**OCR supplied materials:**

- Extract (B323/01 inserted)

**Other materials required:**

- Additional plain paper for 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, three contents pages and the second page of the editor’s letter from the magazine GQ (March 2016).**

- 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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**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]

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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.

**[15]**

Programme name:
Channel:
Programme name:
Channel:

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