

GENERAL CERTIFICATE OF SECONDARY EDUCATION

MEDIA STUDIES

Textual Analysis and Media Studies Topic (Print)

B323

Candidates answer on the answer booklet.

OCR supplied materials:

- 8 page answer booklet (sent with general stationery)
- B323/I (insert)

Other materials required:

None

Monday 13 June 2011

Afternoon

Duration: 1 hour 45 minutes



INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the spaces provided on the answer booklet. Please write clearly and in capital letters.
- Use black ink.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Answer **all** the questions.
- Write your answers in the answer booklet.
- You are allowed 30 minutes preparation time at the start of the examination to read questions, study the print extracts and make notes.
- Study all the pages of the extract carefully, including all words, photographs and graphics.
- You may make notes in your answer booklet.
- You should put a diagonal line through the notes on your answer booklet at the end of the examination.
- You are allocated 1 hour and 15 minutes to answer the questions.
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- 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.
- The total number of marks for this paper is **80**.
- This document consists of **4** pages. Any blank pages are indicated.

Section A

Textual Analysis

ADVICE TO CANDIDATES

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

The extract is the front page, two contents pages and the editor's letter page from the magazine 'Essentials' (September 2009).

Answer all three questions.

- 1 Explain **two** ways the extract fits the genre of lifestyle magazines.
Use examples from the extract. [10]
- 2 Explain how **each** of the following is used in the extract to create effect:
- layout
 - typography
 - use of language
 - use of colour.
- Use examples from the extract. [20]
- 3 Discuss how people and lifestyles are **represented** in the extract.
Use examples from the extract. Refer to stereotypes in your answer. [20]

[Total: 50]

Section B**Television and/or Radio Comedy**

4 Answer this question using comedy programmes you have studied.

(a) Discuss in detail how and why **one** comedy programme was scheduled on one or more channels. **[15]**

(b) Compare the audience pleasures offered by **two** comedy programmes. Give examples from the programmes. **[15]**

[Total: 30]

[Paper Total: 80]

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