

OCR

Oxford Cambridge and RSA

Monday 15 June 2015 – Afternoon

GCSE MEDIA STUDIES

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

Candidates answer on the Question Paper.

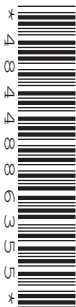
OCR supplied materials:

- Extract (B323/01 inserted)

Other materials required:

- Additional plain paper for notes

Duration: 1 hour 45 minutes
(including 30 minutes to prepare)



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- The Insert will be found in the centre of 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.
- Study all the pages of the extract carefully, including all words, photographs and graphics.
- 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 bar codes.

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 up to 30 minutes to read the questions, study the extract and make notes.

The extract is the front cover, the Contents page, the 'Fashion Moment' page, and the 'Love Lives' pages from the magazine *Look* (15 July 2013).

- 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

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15
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