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.
1. Explain **two** ways the magazine extract fits the genre of lifestyle magazines. Use examples from the extract. [10]

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).
2 Explain how each of the following elements is used to create effects:

- layout
- typography
- colour
- language.

You should use at least two examples from the extract for each element. [20]
3 Discuss the representations in the extract. Refer to stereotypes in your answer. Use examples from the extract. [20]

You might consider the representation of:

- gender
- age
- race and nationality
- celebrity.
SECTION B

Media topic: Television and/or radio comedy

Answer both parts of this question using comedy programmes that you have studied.

4 (a) Explain, in detail, why one comedy programme was chosen by one channel and scheduled at one time on one day.

Write the details of your chosen programme in the box below. [15]

<table>
<thead>
<tr>
<th>Programme</th>
<th>Programme name:</th>
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<tbody>
<tr>
<td>Channel:</td>
<td></td>
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<td>Time:</td>
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(b) Explain how the audience pleasures offered by two comedy programmes are different or similar.
Give at least one example from each programme. [15]

<table>
<thead>
<tr>
<th>Programme 1</th>
<th>Programme 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programme name:</td>
<td>Programme name:</td>
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