Tuesday 23 May 2017 – Morning
GCSE MEDIA STUDIES
B323/01 Textual Analysis and Media Studies Topic (Print)

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.
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]
PLEASE DO NOT WRITE ON THIS PAGE

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]
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.

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

[15]
(b) Explain how one comedy programme offers pleasures that address a mass or niche target audience using detailed examples from the programme.

Programme name:
END OF QUESTION PAPER
Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.

© OCR 2017