



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.

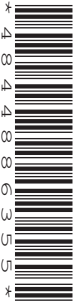
**OCR supplied materials:**

- 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**

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]

**Layout** .....

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**Typography** .....

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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.

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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]

<b>Programme</b>
Programme name:
Channel:
Time:
Day:

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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]

Programme 1	Programme 2
Programme name:	Programme name:

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[Dotted lines for writing]

[Total: 30]

**END OF QUESTION PAPER**

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