

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
General Certificate of Secondary Education

MEDIA STUDIES

1918/4

TEXTUAL ANALYSIS: PRINT
Component 4 Higher Tier

Tuesday **14 JUNE 2005** Afternoon 1 hour 30 minutes

Additional materials:
Answer booklet

TIME 1 hour 30 minutes (30 minutes to read the questions, study the print extract and make notes.
1 hour to answer the questions.)

INSTRUCTIONS TO CANDIDATES

- Write your answers in the separate answer booklet provided.
- Write your name, Centre number and candidate number in the spaces provided on the answer booklet.
- This question paper has four questions. You must answer all questions.

INFORMATION FOR CANDIDATES

- The number of marks available is given in brackets [] at the end of each question or part question.
- The total number of marks available for this paper is 60.

This question paper consists of 4 printed pages and 1 insert.

The extract is the front cover, one contents page, and the editor's introduction page of **DJ** magazine (issue 42, 13–26 June 2003, *Highbury Nexus Media*).

Advice – Studying the extract

You will have 30 minutes to read the questions, study the extract and make notes.

Study all the pages carefully, including all words, photographs and graphics.

Make notes to help you with your answers.

You may make notes on the extract, if you wish or in your answer booklet.

You should put a diagonal line through the notes in your answer booklet at the end of the examination.

Answer each section of every question separately.

- 1 List **two** features of the extract. Briefly explain, for **each** feature, how it is typical of the music magazine genre. [8]
- 2 Briefly discuss how effectively *DJ* magazine uses each of the following to create a sense of **house style**:
- (a) layout design [4]
 - (b) choice of fonts [4]
 - (c) use of colour [4]
 - (d) use of graphics. [4]
- 3 *DJ* magazine tries to address a target audience with shared interests and lifestyle. Explain how it does this. You may consider:
- its use of language
 - its visual style
 - its choice of articles
 - the editor's letter. [12]
- 4 In this question you are asked to write about music magazines you have studied.
- You may **not** use *DJ* as your main choice, but you may discuss how the magazines you have studied are similar to, or different from, *DJ*.
- (a) Discuss how music magazines can differ from each other by contrasting **at least two** magazines. [12]
 - (b) What audience pleasures do music magazines offer? Answer with reference to **at least two** examples. [12]

Total: 60 marks

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