

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**  
**General Certificate of Secondary Education**

**MEDIA STUDIES**

**1918/3**

TEXTUAL ANALYSIS: PRINT  
Component 3 Foundation Tier

Tuesday            **13 JUNE 2006**            Afternoon            1 hour 30 minutes

Additional materials:  
8 page 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.

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**This question paper consists of 4 printed pages and 2 inserts.**

The extract is the front cover, one contents page and a double page spread from *MOJO* magazine (August 2004, *EMAP Performance Network Ltd.*).

**Advice – Studying the extracts**

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 This is a music magazine.

(a) State **two** features of the **front cover** that make it fit the music magazine genre. [4]

(b) State **two** features of the **inside pages** that make it fit the music magazine genre. [4]

2 Show how **one** example of **each** of the following is used by *MOJO* magazine to attract music fans:

(a) the **language** it uses [4]

(b) the **layout** [4]

(c) the use of **colour** [4]

(d) the **fonts** it uses. [4]

3 Look at the two large photographs on the inside pages (page 3 of insert 1 and page 2 of insert 2).

Describe the differences between the two photographs.

You may wish to consider the:

- setting
- lighting
- poses and costumes
- camerawork
- use of colour. [12]

4 In this question you are asked to write about music magazines you have studied.

You may **not** use *MOJO* as your main choice, but you may discuss how the magazines you have studied are similar to, or different from, *MOJO*.

(a) State **three** things that music magazines have in common, using **at least two** magazines as examples. [12]

(b) Give **three** reasons why audiences might read music magazines, using **at least one** magazine as an example. [12]

**Total: 60 marks**

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