

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
General Certificate of Secondary Education

MEDIA STUDIES

1918/4

TEXTUAL ANALYSIS: PRINT
Component 4 Higher 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.

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.

State **two** features of the extract. Briefly explain, for **each** feature, how it is typical of the music magazine genre. [8]

2 Explain how **one** example of **each** of the following helps to convey *MOJO* magazine's attitude towards the music it covers:

(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).

Explain how some or all of the following have been used to create different effects:

- the choice of setting
- the choice of poses and costumes
- the lighting
- the camerawork
- the framing and composition
- the 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) 'Music magazines have very little in common, apart from a love of music'. Discuss whether this is true with reference to **at least two** examples you have studied. [12]

(b) Pick **two** audience pleasures of music magazines and show how **at least two** different magazines offer these pleasures. [12]

Total: 60 marks

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