

**GENERAL CERTIFICATE OF SECONDARY EDUCATION
MEDIA STUDIES**

1918/04

Textual Analysis: Print (Higher Tier)

TUESDAY 10 JUNE 2008

Morning
Time: 1 hour 30 minutes

Additional materials (enclosed): Insert
Answer Booklet (8 page)

Additional materials (required):
None



INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the spaces provided on the Answer Booklet.
- Write your answers in the Answer Booklet.
- This question paper has four questions. You must answer all questions.
- You are allowed 30 minutes preparation time at the start of the examination to read questions, study the print extracts and make notes.
- You are allocated 1 hour to answer the questions.

INFORMATION FOR CANDIDATES

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

This document consists of 4 printed pages and 1 insert.

The extract is the front cover, contents page and one other inside page from *NME* magazine (7 October 2006, *IPC Ignite!*).

Advice – Studying the extract

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

Read all the questions first.

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

Make notes to help with your answers.

You may make notes on the extract, in your answer booklet, or on separate sheets of A4 paper (not supplied by OCR).

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

Answer each section of every question separately.

- 1 (a) List **two** features of the extract that fit the conventions of the music magazine genre. [4]
 (b) Briefly explain how **each** feature is typical of the music magazine genre as a whole. [4]
- 2 Explain how *NME* magazine uses **one** example of each of the following to create a busy looking style:
- (a) page layout [4]
 (b) fonts [4]
 (c) colours [4]
 (d) photographs. [4]
- 3 Explain how *NME* magazine tries to address its target audiences.
- You may wish to consider aspects such as: the way it is written, the way it looks and what it offers its readers. [12]
- 4 In this question you are asked to write about music magazines you have studied.
- You may **not** use *NME* as your main choice, but you may discuss how the magazines you have studied are similar to, or different from, *NME*.
- (a) Identify **three** conventions that are commonly used in the music magazine genre. Discuss why they are so common using **two** magazines as examples. [12]
 (b) Explain **two** audience pleasures of music magazines and show in detail how **at least two** different magazines offer these pleasures. [12]

Total = 60 marks

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