

**Oxford Cambridge and RSA Examinations**  
**General Certificate of Secondary Education**

**MEDIA STUDIES**  
TEXTUAL ANALYSIS: PRINT  
HIGHER TIER

**1918/4**

**Specimen Paper 2003**

Additional materials: answer booklet  
Candidates answer on the answer booklet

**TIME** 1 hour 30 minutes (30 minutes to read and make notes. 1 hour to answer the question.)

**INSTRUCTION TO CANDIDATES**

- Read the question carefully and make sure you know what you have to do before starting your answer.
- This question paper has a single question. You must attempt all parts.

**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 60.

Question number	For examiner's use only
<b>1</b>	
<b>TOTAL</b>	

## Question 1

Unseen Print Extract: the front page (Insert 1) and contents double-page spread (Insert 2) of *Sugar*.

On Inserts 1 and 2 you have two print extracts. The questions require you to answer using both extracts:

### **Advice – Studying the extracts**

Read all of the questions first.

You will have approximately 30 minutes reading and note-making time.

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

Make notes to help you with your answers.

You are to make notes on your answer paper and you should put a diagonal line through your notes at the end of the exam.

**Answer all questions in full sentences giving specific examples from the extracts, as appropriate.**

- (a) Which features of these extracts identify them as examples of the teenage magazine genre? [6]
- (b) The front cover of any magazine is designed to attract an audience by creating an impact. Giving **two** examples for each, explain how this impact is constructed by the choice of:
- (i) the vocabulary (words and phrases) [8]  
and
  - (ii) colour and typeface [8]  
and
  - (iii) the choice of model. [8]
- (c) Using at least **two** examples, explain the purpose of providing information about the editorial staff on the contents page. [6]
- (d) What kind of audience do you think would buy this magazine and who is excluded by its conventions? [12]
- (e) With detailed reference to other magazines studied, compare how each represents the genre differently. [12]

**[Total = 60 marks]**



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MARK SCHEME

**Specimen Paper 2003**

## General Guidance

Examiners should bear the following points in mind when assessing the work of candidates. For some questions there are several right answers, so please award credit for any valid answer. This question-specific mark scheme gives detailed guidance for the assessment of candidates' examination performance and for the allocation of marks to ensure consistency across Centres.

However, examiners should remain flexible in marking the unexpected response and award marks for all appropriate answers. Credit should always be given for answers which show imagination and insight where appropriate. The mark scheme does not provide exhaustive examples of responses and examiners should use their judgement regarding responses not contained herein.

## Textual Analysis – Unseen (Print Extract Option)

### Extract Source: Teenage Magazines

Time: 1 hour 30 minutes (including 30 minutes reading and note-making time).

Paper Total: 60 marks.

Answer Question 1.

### Question 1

Unseen Print Extract: the front page (Insert 1) and contents double-page spread (Insert 2) of *Sugar*.

On Inserts 1 and 2 you have two print extracts. The questions require you to answer using both extracts:

#### Advice – Studying the extracts

Read all of the questions first.

You will have approximately 30 minutes reading and note-making time.

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

Make notes to help you with your answers.

You are to make notes on your answer paper and you should put a diagonal line through your notes at the end of the exam.

**Answer all questions in full sentences, giving specific examples from the extracts, as appropriate.**

**(a) Which features of these extracts identify them as examples of the teenage magazine genre? [6]**

2 marks for: one relevant feature with discussion.

4 marks for: two relevant features with discussion.

6 marks for: three relevant features with discussion or two relevant features with analysis.

Valid features and discussion points:

- explaining the genre in terms of codes and conventions, including typical subject matter
- title typography
- mentioning good examples of images
- graphics
- use of vocabulary etc.

**(b) The front cover of any magazine is designed to attract an audience by creating an impact. Giving two examples for each explain how this impact is constructed by the choice of:**

**(i) the vocabulary (words and phrases) [8]**

**and**

**(ii) colour and typeface [8]**

**and**

**(iii) the choice of model. [8]**

For each of **(i)**, **(ii)** and **(iii)** award marks as follows:

2 marks for: one relevant example.

4 marks for: two relevant examples well described.

6 marks for: a good example, well described with explanation of its effect.

8 marks: candidates must select well, describe fully and explain clearly and convincingly their effects.

Acceptable examples include:

- **Vocabulary** - that includes fashionable colloquialisms used by the target audience.
- **Colour and typeface** – fashionable neon/acid, signification of gender through colour, typefaces, casual mode of address appropriate to an audience of teenage girls who like to be considered as individuals.
- **Model** – gender, age, race, clothes, make-up, gaze – happy, natural-looking, warm and welcoming the reader as a friend.

**(c) Using at least two examples, explain the purpose of providing information about the editorial staff on the contents page. [6]**

1 - 3 marks for: basic statement about giving the readers information about who produces the magazine, with two examples simply described.

4 - 5 marks for: analysis of one example in more detail than others to explain the purpose of creating a sense of community, informality and aspiration for readers.

6 marks for: analysis of two or more examples in detail to explain the purpose of creating a sense of community, informality and aspiration for readers.



(d) **What kind of audience do you think would buy this magazine and who is excluded by its conventions?**

[2]

- 1 - 6 marks for: basic identification of readers by gender/social class/age group or other reasonable alternative, limited development of a correct but basic point in relation to second half of question.
- 7 - 9 marks for: identification of readers by gender/social class/age group or other reasonable alternative with more developed reasons, identifying clearly elements of appeal, and some consideration of the 'exclusion' issue.
- 10 - 12 marks for: full, confident identification of reader profile, an answer shaped into an argument, moving from detailed examples to general points with varying degrees of ease. Possibly making reference to other print texts and making clear connections between details from the front cover and contents pages and appeal to audience. An informed and considered response to the issue of exclusive conventions, with sensible examples.

Acceptable details include:

- Cover price and cover image – attracting girls, (but not all female readers).
- Size/written detail/words-to-picture ratio.
- News and audience values - politics, music celebrities, scandal, gossip, boys, fashion, hair, fun/leisure, particular gender assumptions utilised.
- Competition as lure – “winnables”.
- Vocabulary, mode of address/level of discourse etc.

The elements overlap to some extent but this table is a guide to the points that could appear in each section of the question.

<b>Genre</b>	<b>Audience</b>
Size/colour/typography/graphics	eye-catching effects
Language/mode of address/discourse	street cred/youth culture
Stories/features/topics	role models
Representation of celebrities/personalities/stereotypes/gender	gender of audience and cultural issues values
Advertising	audience interests/exclusion
Price	spending power/social class/exclusion
Competitions	lures and 'turn-offs'

- (e) **With detailed reference to other magazines studied, compare how each represents the genre differently.** [18]

1 - 6 marks for: a basic attempt at a comparison of two chosen magazines.

7 – 9 marks for: more developed reasons identifying elements of genre and discussions of differences in relation to two chosen magazines.

10 - 12 marks for: an answer shaped into an argument, moving between detailed examples two magazines, to general points about generic points about sub-genre with varying degrees of ease and subtlety, with a sound grasp of sub-generic conventions and differences.