

## GENERAL CERTIFICATE OF SECONDARY EDUCATION

### MEDIA STUDIES

Textual Analysis and Media Studies Topic (Print)

# B323

Candidates answer on the Answer Booklet

**OCR Supplied Materials:**

- 8 page Answer Booklet
- B323/I (insert)

**Other Materials Required:**

None

**Tuesday 26 January 2010**  
**Morning**

**Duration: 1 hour 45 minutes**



#### INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the spaces provided on the Answer Booklet.
- Use black ink.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Write your answers in the Answer Booklet.
- 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 and 15 minutes to answer the questions.
- Do **not** write in the bar codes.

#### INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [ ] at the end of each question or part question.
- Use of appropriate Media Studies terminology will be credited.
- Quality of written communication will be assessed – you should write clearly and fluently in sentences with accurate spelling, punctuation and grammar.
- The total number of marks for this paper is **80**.
- This document consists of **4** pages. Any blank pages are indicated.

**Section A**

Answer **all** questions.

The extract is the front page, one contents page and the editor's letter page from the magazine '**Arena**' (August 2008).

**ADVICE TO CANDIDATES**

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

**Answer all three questions using examples from the extract.**

- 1 Explain **two** ways in which the extract fits the genre of lifestyle magazines. [10]
  
- 2 Give **one** example of **each** of the following and explain how it is used in the extract to create effect:
  - Layout
  - Typography
  - Use of language
  - Use of colour. [20]
  
- 3 Discuss the ways in which men and/or masculinity are **represented** in the extract. [20]

**Total = 50 marks**

**Section B**

**4 Answer this question using Television and/or Radio Comedy programmes you have studied.**

**(a)** Compare how and why **two** programmes were scheduled on different channels. [15]

**(b)** Discuss in detail how **one** comedy programme offers audience pleasures. [15]

**Total = 30 marks**

**Paper Total = 80 marks**

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