

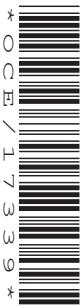


RECOGNISING ACHIEVEMENT

**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



RECOGNISING ACHIEVEMENT

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