

Principal Examiner's Comments
B323 June 2010 (Easy Living Magazine – August 2008)

Question 1

Explain two ways the characters and/or events in the extract fit the action adventure genre.

Two conventions – direct address and fashion contents. The first is well explained and exemplified. The second is a weaker convention and the candidate only discusses the genre in terms of women's lifestyle magazines, not the genre as a whole. Level three.

7/10

Question 2

Explain how each of the following is used to create effects that fit the action adventure genre:

- **soundtrack**
- **camerawork**
- **editing**
- **mise-en-scène.**

Low level three. Competent on three bullet points but the examiner has not ticked any of the points for 'typography'.

13/20

Question 3

**Discuss the ways in which people are represented in the extract.
Make reference to stereotypes.**

Level two. The candidate describes aspects of femininity in the extract and, despite using the 'negative' and 'positive' approach, seems positioned within the representational world of the magazine rather than analyzing it. There is textual detail provided, however, plus some use of the term 'stereotyping', so this answer reaches the top of the band.

11/20

Question 4a

Discuss in detail how and why one comedy programme was scheduled on one or more channels

The scheduling information is inadequate – a time is stated but not the day(s) of transmission or the specific channel, this answer would be level one were it not for the institutional argument that just raises it into level two.

4/15

Question 4b

Compare the audience pleasures offered by two comedy programmes.

Fair detail in the exemplification, thorough understanding of pleasures, weaker on the differences between the programmes, so clearly level four but not at the top of that band.

13/15

Total: 48/80

1) One way that Easy Living fits into the genre of a lifestyle magazine is synethetic personalisation on the front cover. "The marriage crime you don't even know your committing." This quote also shows evidence of synethetic personalisation by using the word 'you'. This is direct address so the reader automatically thinks that the magazine is talking to 'you'. Synethetic personalisation creates a false relationship between the magazine and the reader. This draws the readers attention to the magazine. This targets the reader, persuading them to purchase the magazine.

Another way that Easy Living fits into the genre of life style magazine is by showing the key features. Fashion is always part of a lifestyle magazine, along with many more key features. "Easy elegant summer dressing." This quotation draws fashion readers into the magazine. Easy Living fits into a sub genre magazine – this magazine is aimed mostly at young adults. Having the word 'elegant' reinforces this. Elegant is associated with women, unlike teenagers, women dress sophisticated and smart according to Easy Living. Women like being fashionable, and Easy Living is giving them advice on how to maintain their fashion sense.

(7 marks)

2) One example of layout in Easy Living magazine is on the contents page. The page is very symmetrical, balanced and colour coordinated. The information is also in columns to make the magazine easier to read. Easy Living has layed out the information like this, to guide and direct the reader as to where they are meant to look within the magazine. Women are prone to be neat and tidy and the magazine is trying to maintain this. The colour coded columns again guides the reader, but may be also be there to create a sense of warmth and add personal touch to the magazine, as women like things looking pretty and colourful. The contents page really pays attention to what women like, by having the page balanced, this could be a metaphor for women's lives. Balanced, women like their lives to be balanced with work, shopping etc and Easy Living targets this so they can relate to their reader.

Easy Living also uses typography to create an effect in the magazine. All the teasers on the front cover are in capital letters, also in black. Having the teasers in capital letters grabs the readers attention because the writing is in black it stands out from the page. Having the plugs in lowercase letters is also effective because the magazine has got the readers attention already they don't need their plugs in capitals they give you a bit of information about the content to the reader, therefore the plugs, do not need to be in capital letters. It only needs to stand out to the reader which is why the writing is in black. However, some teasers are in white, giving the impression that the article is innocent even though it may not be. White also stands out from the page.

The use of language creates an effect on Easy Living. Easy Living creates a conversational tone on the front cover. "Loose, sexy hair, subtle, glowing make-up, skin you'll be raring to have" By adding conversational tone the magazine gives the impression that it's friendly and relatable to the reader. The effect is that the reader feels comfortable reading the magazine, and the reader can feel that they can relate to the magazine. Again, this reinforces that the magazine comes across as friendly so that Easy Living can relate to the reader, again persuading the reader to buy Easy Living.

Use of colour also creates an effect within the magazine. Every part of the magazine is colour coded with the key features of a lifestyle magazine. This is a clever way to attract the reader, keep them interested, and guided throughout the magazine. On every page, especially the Editos letter, Susie (the editor) has highlighted key words that accosiate with the key features of the magazine. The highlighted words, are all coloured to the groups

that they are in. For example 'Bag' is highlighted in blue and blue is the colour for fashion as it says in the contents page. This creates an effect of guiding the reader and helps the reader find their way around the magazine.

(13 marks)

3) Femininity is represented very clearly in this extract. Women are coming across negatively on the front cover. "What your friends really think of you." This shows that women are known to always be gossiping whether it's good or bad. This quotation shows that women even gossip about their friends. By saying 'What they really think' shows that women don't actually say it to their friends' faces they say it behind their backs and act nice to their face. This gives of a negative view about women. This gives a stereotypical view of women. On the other hand women are also being portrayed positively. "I am going to replace my tired old bikini with this perky new one from Boden, top £22, bottoms £19" This shows that women are always trying to look their best this summer and show off their figure, no matter what body shape they are, because this letter does not target a specific body type. Women are known for spending money and shopping all the time, but this article shows that they do shop, but can do it cheaply. The bikini isn't that expensive but if it does the job, then it's worth buying it. This shows that women do like to look nice, whatever time of year it is.

However women are also being portrayed negatively on the front cover. "The marriage crime you don't even know your committing." This shows that women don't always think about what they are doing. They don't process how important marriage is, they just jump into marriage without thinking about it through. This also gives an image that women are dumb in some sense "You don't know your committing" committing is relating to a crime, and how can you not know your committing a crime? This reinforces that women aren't very smart and don't think about what they are doing.

Another way that women are being portrayed positively in Easy Living magazine is "40 and fabulous." This shows whatever age you are women can still be fabulous. Even when women are 40 they can still look and feel fabulous, whatever size, age, race or how much income you get, you can always feel your best, and always be looking fabulouse.

(11 marks)

4a) I have been looking at Benidorm and My Family.

My Family is has been scheduled on the BBC. There are many reasons for this and also gives you an idea of the content of the show. My Family is scheduled on the BBC at 7.30pm weekdays. It is placed between the two most watched shows on the BBC, the 6 o'clock news and Eastenders. The 6 o'clock news which informs you and Eastenders which entertains you. The BBC has placed a comedy inbetween to break up the programmes. This gives the viewers entertainment, after watching the News, and also gives the views something to watch while they are waiting for Eastenders. When the series of My Family finishes the slot can easily be replaced. This is a clever way of getting the most viewers watching My Family, by having it between the two most watched channels on the BBC.

The BBC is a channel which targets a mainstream audience. Viewers pay to watch the BBC and therefore have high expectations that the BBC has to uphold and therefore have more rules than any other channel. Because viewers pay to watch the BBC the BBC don't have any adverts inbetween programmes because they get funded by us. This makes the BBC a non commercial channel, unlike other. This fits into My Family showing on the BBC because we have expectations that need to be met by the viewers and because My Family

is a successful show and has been showing for 10 series this gives the BBC viewer familiarity and therefore meet the viewer expectations.

My Family is shown at 7.30pm on weekdays. This shows that My Family is a child friendly show and member of a family can sit down and watch it together. My Family is a 'safe' show with no swearing and the content of humour, you don't have to think about for it to be funny. The BBC is seen as a 'safe' channel as well so it makes sense to show 'My Family' on the BBC because it has a wide range audience and is also child friendly. This reinforces that families can sit down and watch 'My Family' in the evening and parents know it's a safe programme to watch.

(4 marks)

4b) Benidorm and My Family have different audience pleasures.

Benidorm has been showing for many series and creates a sense of familiarity for the viewer. Benidorm is shown on ITV which more of a commercial channel. This is because they are funded by advertisements. Benidorm humour challenges you to think about the content of the jokes and you can argue that this show is for adults more than teenagers or children. You can tell this because Benidorm is on at 9.30 weekdays after the watershed period. The viewers get rewarded by keeping up with the show, by having the same characters and carrying on storylines from other series, although there is always a sense of resolution at the end of each show. This reinforces audience pleasures.

My Family also has been showing for many series and rewards audience by having the same characters in it. In My Family we see the children growing up as the series develop and how dysfunctional the family is. The BBC targets a, B, C1 audiences and that is why in My Family Ben the main character has a good job, good income, a nice house and a big family. This gives the audience familiarity and also relates to the audience, by showing even people who do have good job, and nice lifestyles still have problems at home.

Benidorm is set in Spain, an all inclusive Hotel with families who try get the most, for as cheap as possible with this we have stereotypes that clash as we get into the show more. The families all seem to be dysfunctional and with a 16 year old girl who has a black baby, reinforces the stereotypes in England. This gives the audience comfort and familiarity and also, makes them laugh watching it on TV, when they know this kind of thing does happen. We see different stereotypes within Benidorm, Teen Mums, benefit frauds, people who think their better than others, gays, grandmas in wheelchairs who are really moody with everyone. This gives the audience a sense of familiarity and therefore reinforces audience pleasures.

My Family gives audience pleasures by having a dysfunctional family. In one episode there is a story line with a sticking door. The door could be a metaphor for the family, dysfunctional, but always sticks together. This shows that they do all love each other, but they are all different people who clash. My Family also offers audience pleasures by being loyal to their audience. They have jokes that they relate back to in previous series giving the audience a sense of comfort. The cast in My Family also show stereotypes the Dad, upright dentist, a stay at home mum, out of control daughter, a son who does what he wants and a boy whose really well in school. When these characters come together it does create a loving family, and that is all part of audience pleasures.

(13 marks)

Paper total marks 48