

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

Friday 25 June 2010**Morning****Duration:** 1 hour 45 minutes

30 minutes preparation plus 1 hour 15 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 have 30 minutes preparation time at the start of the examination to read all the questions, study the print extract and make notes on the print extract.
- Study all the pages of the extract carefully, including all words, photographs and graphics.
- You may make notes in your answer booklet.
- You should put a diagonal line through the notes on your answer booklet at the end of the examination.
- 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, two contents pages and the editor's letter page from the magazine '**Easy Living**' (August 2008).

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 how women and/or femininity 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) Discuss in detail how and why **one** comedy programme was scheduled on one or more channels. [15]

(b) Compare the audience pleasures offered by **two** comedy programmes. [15]

Total = 30 marks

Paper Total = 80 marks

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