

**Wednesday 25 January 2012 – Morning**

**GCSE MEDIA STUDIES**

**B323/01** Textual Analysis and Media Studies Topic (Print)

Candidates answer on this Answer Booklet.

**OCR supplied materials:**

- Extract (B323/01 inserted)

**Other materials required:**

None

**Duration: 1 hour 45 minutes**  
(including 30 minutes' preparation)



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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**INSTRUCTIONS TO CANDIDATES**

- The Insert will be found in the centre of this document.
- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Do **not** write in the bar codes.
- You are allowed 30 minutes preparation time at the start of the examination to read questions, study the print extracts and make notes.
- Study all the pages of the extract carefully, including all words, photographs and graphics.
- You may make notes on page 2, 15 and 16 of this question paper.
- 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.

**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 **80**.
- 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.
- This document consists of **16** pages. Any blank pages are indicated.

**ADVICE TO CANDIDATES**

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

Notes Page for Textual Analysis

A series of horizontal dotted lines spanning the width of the page, intended for taking notes.

Additional space for notes and answers available on pages 15 and 16.

Section A

Textual Analysis

The extract is the front page, the editor’s letter page, and two contents pages from the magazine ‘Asiana’ (Spring 2010).

Answer all three questions.

- 1 Explain **two** ways the extract fits the genre of lifestyle magazines. Use examples from the extract.

Explanation 1 .....

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Explanation 2 .....

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- 2 Explain how **each** of the following is used in the extract to create effect. Use examples from the extract.

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3 Discuss how people and lifestyles are **represented** in the extract. Refer to stereotypes in your answer. Use examples from the extract.

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[Total: 50]

Section B

Television and/or Radio Comedy

Answer both parts of this question using comedy programmes you have studied.

- 4 (a) Discuss in detail how and why **one** comedy programme was scheduled on one or more channels.  
State the day, time and channel on which the programme was scheduled.

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(b) Compare the audience pleasures offered by **two** comedy programmes.  
Give examples from the programmes.

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