

Thursday 6 June 2013 – Afternoon

GCSE MEDIA STUDIES

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

INSERT – EXTRACT

Duration: 1 hour 45 minutes
(including up to 30 minutes to prepare)



INSTRUCTIONS TO CANDIDATES

- This Insert is for use with Section A of the Question Paper.

INFORMATION FOR CANDIDATES

- Cover page of Pride Magazine is page 2 on Insert.
- This document consists of **8** pages. Any blank pages are indicated.

INSTRUCTION TO EXAMS OFFICER/INVIGILATOR

- Do not send this Insert for marking; it should be retained in the centre or recycled.

CELEBRATING 20 YEARS AT THE TOP!

PRIDE

September 2011 £3

www.pridemagazine.com

YOUR NEW
POCKET ROCKET

What to do
**WHEN YOUR
LIFE PLAN
GOES
WRONG**

GET A
BRAZILIAN
*but not as
you know it!*

*160
ways
to rev up
your life*

**WHAT BLACK MEN REALLY
THINK ABOUT BLACK WOMEN**

**ANARCHY
IN THE UK:
BEHIND
RIOT LINES**

**EMELI
SANDE**
*a modern
musical
maverick*

ROCHELLE
reveals all:
**MARVIN,
MUSIC AND
THAT BODY**

INFIDELITY
FACTOR

Beauty gets
CLASSICAL



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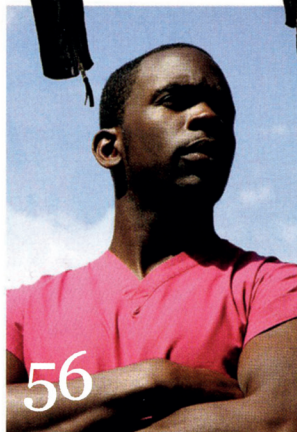
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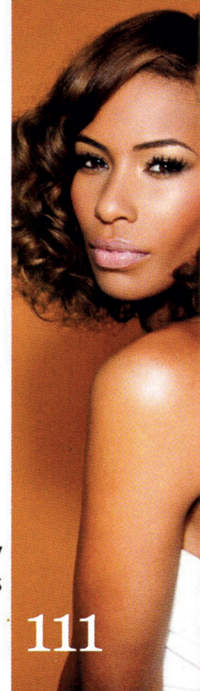
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Publisher's Letter

This month's Publisher's letter presented me with something of a conundrum. While regular readers will know that I usually look for light anecdotes to illustrate what I see as interesting life lessons, I found myself, like most, shocked but also left with a feeling of dread by the four days of madness this August.

Where to start? Whether it be watching one of my favourite shops in Clapham Junction alight from my flat window, or the feeling of fear about going out with my family to the local cinema, I knew this was not the city I loved. Sheer utter madness had descended on the UK.

But what saddened me the most was that as so often happens people want to find someone to instantly blame. Someone easily identifiable and someone that removes any responsibility from them.

We became that someone.

The first alert to this changing mood came from a *Pride* team member who informed me of the fact that an amiable old shopkeeper across the road from our office, who had always extended a smile and a wave to us whenever we passed, was now telling all and sundry that the problems were 'because of the blacks'.

The media continued to subtly stoke this fire, only inviting black youth workers on screen to 'explain' the rioters actions whilst

papers examined what had happened to black society. Then when pictures of looting around the country started to appear showing young white boys and girls, they started fearing they could no longer just pin it on black kids. They then blamed our culture.

"The whites are becoming black" was the shocking statement from one popular social commentator.

To me it was scary to see how a community could suddenly turn on itself. While the UK has always had its tensions, I am sure most would agree that multiculturalism has been a success. One of the great things about our cities is how cosmopolitan and diverse they are. This mix creates an exciting new culture with people open to new experiences and opportunities.

But all it seemed to take was one tinderbox to ignite and suddenly all our prejudices and bigoted views flooded to the surface. Now it was them and us. Nick Griffin would have been happy.

Thank God the police finally got their act

together and retook control of the streets, because as vigilante groups often composed on racial lines grew it was clear that parts of UK could have been finding themselves at war with one another.

So where does this leave us? Well no doubt the Government and judiciary's tough stance on sentencing will have sent a message and maybe the genie has been forced back into the box for now.

But nothing has been fixed and with a Conservative Government focused on saving money there is no doubt that there will ever be the funds to help make those who believe they have no stake in society feel any different.

So I fear such problems may once again raise their ugly heads and we may find ourselves being touted again as the problem.

One only has to look to Europe to see how bad things can get.

Regards

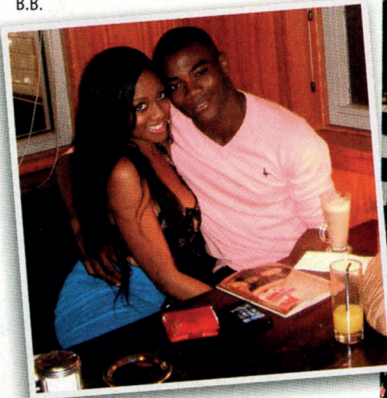


CJ Cushnie,
Publisher

Sheer
utter
madness
had
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on the UK.

Behind the scenes with the *Pride* team...

Mary has breakfast with B.B.



Mary meets Emeli Sandé.



Afua hangs out at *Holby City*.



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