

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GCSE

B323/01

MEDIA STUDIES

Textual Analysis and Media Studies
Topic (Print)

THURSDAY 6 JUNE 2013: Afternoon

DURATION: 1 hour 45 minutes
(including up to 30 minutes to prepare)
plus your additional time allowance

MODIFIED ENLARGED

Candidate forename		Candidate surname	
-------------------------------	--	------------------------------	--

Centre number						Candidate number				
--------------------------	--	--	--	--	--	-----------------------------	--	--	--	--

Candidates answer on this Answer Booklet.

OCR SUPPLIED MATERIALS:

Extract (B323/01 inserted)

OTHER MATERIALS REQUIRED:

Additional plain paper for notes

READ INSTRUCTIONS OVERLEAF

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 on the first page. Please write clearly and in capital letters.**
- **Use black ink.**
- **Answer ALL the questions.**
- **Study all the pages of the extract carefully, including all words, photographs and graphics.**
- **Make notes on the additional paper provided. You must hand this in at the end of the examination.**
- **Write your answer to each question in the space provided. Do not write outside the lines. You can use extra paper. It must clearly show your candidate number, centre number and question number(s).**
- **Additional space for answers is available on pages 22, 23.**

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.**
- **Any blank pages are indicated.**

SECTION A

TEXTUAL ANALYSIS

ADVICE TO CANDIDATES

You have up to 30 minutes to read the questions, study the extract and make notes.

THE EXTRACT IS THE FRONT PAGE, THE TWO CONTENTS PAGES AND THE PUBLISHER'S LETTER PAGE FROM THE MAGAZINE 'PRIDE' (SEPTEMBER 2011). THE PUBLISHER MENTIONS 'FOUR DAYS OF MADNESS THIS AUGUST'. THIS REFERS TO THE RIOTS IN ENGLAND IN 2011.

ANSWER ALL THREE QUESTIONS.

- 1 Explain TWO ways in which the extract fits the genre of lifestyle magazines.
Use examples from the extract. [10]**

[illegible]

2 Explain how EACH of the following is used in the extract to create effect:

layout

typography

colour

language.

Use examples from the extract. [20]

LAYOUT _____

[illegible]

[illegible]

LANGUAGE

[illegible]

[illegible]

[illegible]

[illegible]

SECTION B

TELEVISION AND/OR RADIO COMEDY

ANSWER BOTH PARTS OF THIS QUESTION USING COMEDY PROGRAMMES YOU HAVE STUDIED.

- 4 (a) Compare how and why TWO programmes were scheduled on different channels.**

State the day, time and channel of each programme. [15]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

Please use these pages if additional space is required.

Write the question number if you are continuing an answer.

[illegible]

[illegible]

Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.

