



National
Qualifications
2019

X848/76/11

**Media:
Analysis of media content**

MONDAY, 20 MAY

9:00 AM – 11:15 AM

Total marks — 50

SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT — 40 marks

Attempt ALL questions.

SECTION 2 — ANALYSIS OF MEDIA TEXTS — 10 marks

Select **ONE PAIR** from the following media texts:

Pair A — Film posters (*pages 04–05*)

or

Pair B — Magazine covers (*pages 06–07*)

or

Pair C — Advertisements (*pages 08–09*)

and attempt the question on *page 03*.

Write your answers clearly in the answer booklet provided. In the answer booklet you must clearly identify the question number you are attempting.

Use **blue or black ink**.

Before leaving the examination room you must give your answer booklet to the Invigilator; if you do not, you may lose all the marks for this paper.



* X 8 4 8 7 6 1 1 *

SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT— 40 marks**Attempt ALL questions**

You may refer to one or more than one media text in your response to questions 1 and 2.

1. Institutional factors can have a significant influence on categories and/or language and/or narrative.

Analyse how this statement applies to media content you have studied. In your response you must:

- (a) give details of how internal and/or external institutional factors have influenced the media content

10

- (b) analyse how categories and/or language and/or narrative have been influenced by institutional factors.

10

2. Representations can be influenced by the society in which the media content is made and/or set. They can also be influenced by the audience(s) being targeted, although not all audiences will respond in the same way.

Analyse how this statement applies to media content you have studied. In your response you must:

- (a) analyse representations in the media content

10

- (b) analyse representations in relation to the context(s) of society and/or audience.

10

SECTION 2 — ANALYSIS OF MEDIA TEXTS — 10 marks

Select **ONE PAIR** from the following media texts:

PAIR A — Film posters (*pages 04–05*)

or

PAIR B — Magazine covers (*pages 06–07*)

or

PAIR C — Advertisements (*pages 08–09*)

and attempt the question below.

Write the letter of your chosen pair of texts (A, B or C) in the margin.

3. Analyse in detail how relevant key aspects of media literacy have been used in similar and/or different ways in your chosen pair of media texts. You must make reference to both texts.

In your answer you must make at least **five** developed points of analysis, and refer to at least **two** of the following key aspects:

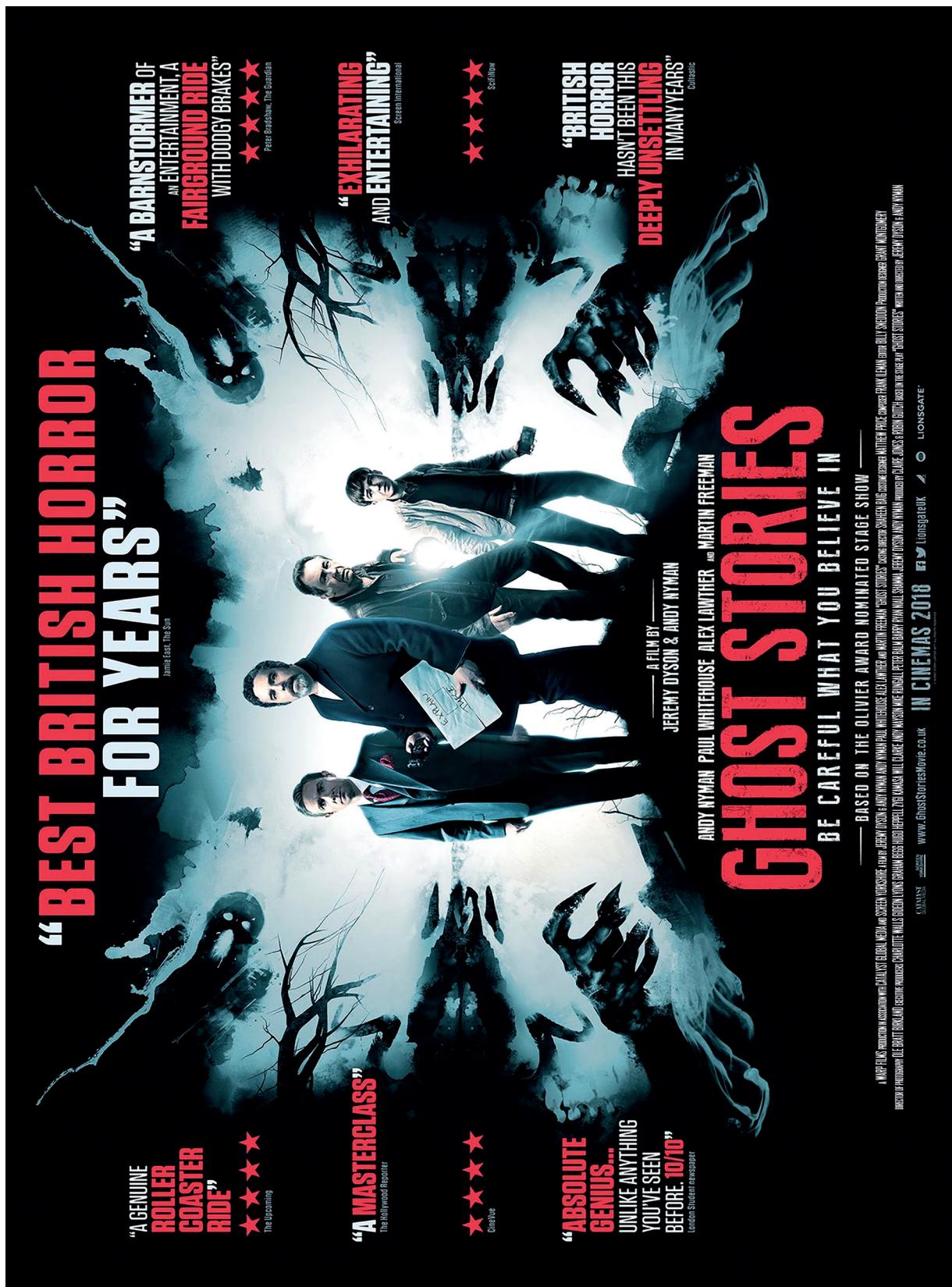
- language
- representation
- categories
- narrative
- audience
- institutions
- society

10

[Turn over

SECTION 2 — Pair A

Film posters



SECTION 2 — Pair A

Film posters



[Turn over

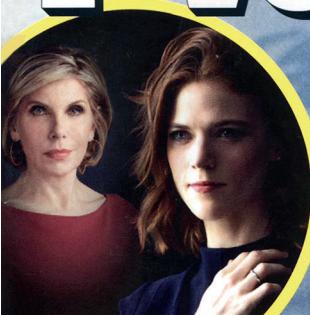
SECTION 2 — Pair B

Magazine covers

sky Virgin media **BEST FOR SKY & VIRGIN** **PLUS NETFLIX, AMAZON & MORE...** **MORE CHANNELS** than any other TV mag!

TV & Satellite week

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NEW  **THE GOOD FIGHT**
Game of Thrones' Rose Leslie returns in the legal drama

GREAT BRITISH DRAMA 

Benedict Cumberbatch heads our **4-page special preview**

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HUMANS 
PATRICK MELROSE 
BODYGUARD 

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N Ireland
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9

SECTION 2 — Pair B

Magazine covers



[Turn over

SECTION 2 — Pair C

Advertisements



SKECHERS

D'Lites

the ORIGINAL

www.skechers.com

SECTION 2 — Pair C

Advertisements

COLOURISSIMA

PINK
sensitive
and
creative

BLUE
thoughtful
and peaceful

GREY
impartial and
balanced

Lelli Kelly

find out more about the project on www.lellikelly.co.uk

University of Chichester

[END OF QUESTION PAPER]

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National
Qualifications
2019

X848/76/12

**Media:
The role of media**

MONDAY, 20 MAY

1:00 PM – 2:00 PM

Total marks — 20

Attempt the question.

Write your answer clearly in the answer booklet provided.

Use **blue or black ink**.

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* X 8 4 8 7 6 1 2 *

THE ROLE OF MEDIA — 20 marks

Attempt the question

It is recommended that the examples of media content you use in response to this task are different from the examples of media content you used in response to the tasks in the *Analysis of media content* paper.

The role of media

Media content is often criticised for influencing attitudes and/or behaviour, whether intentionally or unintentionally. The producers of the content, however, may argue that they are simply meeting audience needs.

Discuss this with reference to media content you have studied.

In your response you must discuss the point(s) of view referenced above by:

- giving detailed information and/or ideas about the role(s) of media referenced above
- giving specific examples from media content which illustrate the information and/or ideas and your discussion
- commenting on these examples and relating these to your discussion
- drawing at least one conclusion which provides judgement in relation to the question.

[END OF QUESTION PAPER]