



National  
Qualifications  
2019

X848/75/11

Media

MONDAY, 20 MAY

1:00 PM – 3:00 PM

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Total marks — 60

**SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT — 50 marks**

Attempt ALL questions.

**SECTION 2 — ANALYSIS OF A MEDIA TEXT — 10 marks**

Choose **ONE** of the following media texts:

Text A — Film poster (page 05)

or

Text B — Magazine cover (page 06)

or

Text C — Advertisement (page 07)

and attempt the question on page 04.

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 5 1 1 \*

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**SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT — 50 marks****Attempt ALL questions**

You may refer to the same or different media texts in your response to each question.

1. Media texts use language features to create meaning.

Explain in detail how this can be seen in media content you have studied. In your answer you should refer to technical and/or cultural codes and/or anchorage.

**10**

2. Media content is deliberately created to target specific audiences.

(a) Describe **two** audiences targeted by media content you have studied.

**2**

(b) Explain in detail how the media content targets these audiences.

**8**

3. The narrative of media content is often used to achieve particular purposes.

(a) Describe in detail the narrative in media content you have studied.

**8**

(b) Explain how the narrative achieves a particular purpose(s).

**2**

4. Media content is affected by many institutional factors such as budget, legal constraints, the effect of ownership and so on.

(a) Describe **two** institutional factors of media content you have studied.

**2**

(b) Explain how institutional factors have affected the media content.

**8**

5. One role of media is promotion. For example, media content may promote a product, idea or person.

Explain in detail how promotion can be seen in media content you have studied.

**10****[Turn over**

**SECTION 2 — ANALYSIS OF A MEDIA TEXT — 10 marks****Select ONE text**

Select **ONE** of the following media texts:

Text A — Film poster (page 05)

or

Text B — Magazine cover (page 06)

or

Text C — Advertisement (page 07)

and attempt the question below.

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

- 6.** Media texts are made with particular purposes and for specific audiences. With reference to purpose and/or audience, explain in detail how relevant key aspects of media literacy have been used in your chosen media text.

In your answer you must refer to at least **two** of the following key aspects in relation to purpose and/or audience:

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

**10**

**SECTION 2 — TEXT A**

**Film poster**



DISNEY PRESENTS "CHRISTOPHER ROBIN" A 2D&2 PRODUCTION A MARC FORSTER FILM EWAN McGREGOR HAYLEY ATWELL WITH THE VOICES OF JIM CUMMINGS

BRAD GARRETT MUSIC JON BRION COSTUME DESIGN JENNY BEAVAN EDITOR MATT CHESSÉ AGE PRODUCTION DESIGNER JENNIFER WILLIAMS DIRECTOR OF PHOTOGRAPHY MATTHIAS KÖENIGSWIESER

EXECUTIVE PRODUCERS RENÉE WOLFE JEREMY JOHNS PRODUCED BY BRIGHAM TAYLOR KRISTIN BURR BASED ON CHARACTERS CREATED BY A.A.MILNE AND E.H.SHEPARD STORY BY ALEX ROSS PERRY

SCREENPLAY BY ALEX ROSS PERRY AND TOM McCARTHY AND ALLISON SHROEDER DIRECTED BY MARC FORSTER

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Disney

**Find Them In Cinemas August 17**

[WaltDisneyStudiosUK](#) [Disney\\_UK](#) [DisneyStudiosUK](#) #ChristopherRobin

SECTION 2 — TEXT B

Magazine cover

SCOTLAND'S GLAMOROUS GLOSSY

No.1

FASHION  
insider hacks

The secret shops you've never heard of

Issue 194 July 26th - August 22nd 2018

THE TOP  
STYLE  
STEALS  
FOR THIS  
AUTUMN

THE SIX  
REASONS  
Cheryl walked away from her relationship

EAT  
YOUR WAY  
TO A FLAT  
TUM...

WOULD  
YOU LET  
YOUR MUM  
DRESS YOU?  
3 readers took  
the challenge

NO.1 INVESTIGATES

Will quitting sugar  
really make you  
happier?

SCOTLAND'S  
FAVOURITE  
INTERIOR TREND  
REVEALED INSIDE!

How a  
Scottish mum  
of 6 started a  
business with  
supermarket  
points

UK Off-sale date - 23-Aug-2018  
£2.00  
9 771750 236063 94  
Competitions and offers open to UK residents only, unless otherwise stated

The magazine cover features a large white portrait of Cheryl Cole in a white lace dress. To the left, there's a smaller photo of a woman in a floral coat. The layout includes several text boxes with headlines and subtitles, along with a barcode at the bottom right.

SECTION 2 — TEXT C

Advertisement

**FUJIFILM**  
SHOW ME YOUR  
*world*

**X-T100**

**EVERYDAY CREATIVITY, PURE AND SIMPLE WITH THE X-T100**

24.2 Megapixel CMOS Sensor · ~180° Tilt & Flip Touchscreen LCD · Electronic Viewfinder  
Bluetooth & Wi-Fi Connectivity · Slow Motion HD · 4K Video  
Film Simulation Modes · Compatible with over 25 lenses

FUJIFILM-XT100.COM

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Section 2 Text A — Logos — Facebook, Instagram and Twitter.

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