



National  
Qualifications  
2022 MODIFIED

X848/76/11

**Media:  
Analysis of media content**

MONDAY, 23 MAY

9:00 AM – 10:45 AM

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Total marks — 30

**SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT — 20 marks**

Attempt EITHER Question 1 OR Question 2.

**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 — 20 marks**

You may refer to one or more than one media text in your response.

Attempt EITHER Question 1 OR Question 2.

1. The society in which media content is made and/or set can have an influence on how categories and/or language and/or narrative is used in the media content.

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

- (a) give detailed information about society factors and how they have influenced the media content

10

- (b) analyse how the use of categories and/or language and/or narrative has been influenced by society factors.

10

OR

2. Representations in media content can be influenced by institutional factors and/or by a desire to create specific responses in the audience.

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 institutions 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



SECTION 2 — Pair B

Magazine covers

The cover of the October 2018 issue of *woman&home* magazine features actress Amy Adams. She is shown from the waist up, wearing a grey satin dress with a deep V-neckline. Her long brown hair is styled in loose waves, and she has her left hand resting against her cheek. The background is a soft-focus photograph of pink flowers.

**Overnight skincare that really works**

# woman&home

OCTOBER 2018 R40.50 (INCL VAT)  
OTHER COUNTRIES R35.22 (EXCL TAX)

**AMY ADAMS**  
On learning to let go  
& being more fearless

**w&h**  
**Special**

**SHOE & BAG BONANZA**  
New-season shoes   
Bags to buy now   
PLUS trendy jewellery

**Come on over!**

**Weekend food**  
Saturday brunch  
& Sunday lunch

**Can heartbreak  
REALLY harm  
your heart?**

**WHAT'S NEW  
IN GARDENS**  
6 brilliant updates

**Shape savvy  
style tricks**  
**TRENDS YOU CAN  
ACTUALLY WEAR**

**35% OFF**  
KATIE MCKENZIE  
SILK SCARVES  
**20% OFF**  
MAKE-UP  
DESIGNORY  
T's & C's APPLY

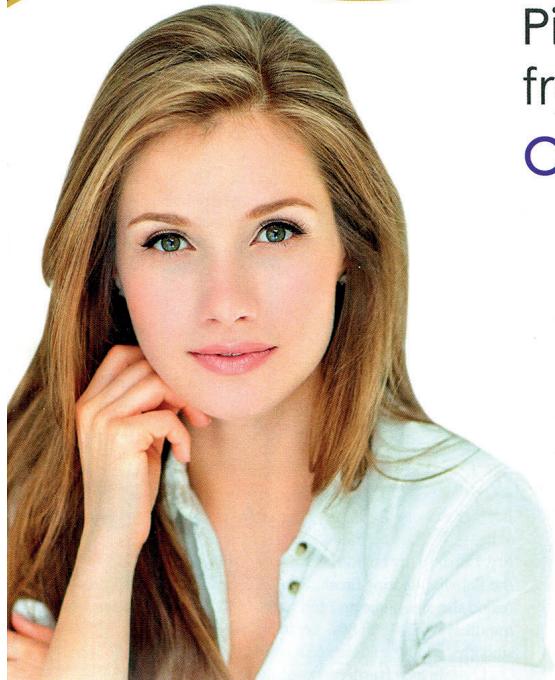
**PEACE  
& QUIET**  
Can we have  
some please?

ISSN 16134319  
18030  
9 771613431008

[Turn over

SECTION 2 — Pair C

Advertisements



Pioneering beauty  
from within  
over 25 years

Advanced nutrition for  
skin, hair & nails



Original



Skin



Hair



Nails



Platinum Collagen Drink

Scan  
for info



[PERFECTIL.COM](http://PERFECTIL.COM)

Available from *Boots*, Holland & Barrett,  
Superdrug, supermarkets,  
health stores and pharmacies

<sup>1</sup>With biotin to help maintain normal skin, and  
selenium and zinc to help maintain normal hair and nails.

\*UK's No.1 beauty supplement brand for skin, hair and nails. Source: Nielsen GB ScanTrack Total Coverage Value and Unit Retail Sales 52 w/e 24/04/2021. To verify contact Vitabiotics Ltd, 1 Apsley Way, London, NW2 7HF. <sup>1</sup>Vitabiotics has received the Queen's Award for Innovation on two occasions, in addition to twice for International Trade.

PERFECTIL IS THE ONLY  
BEAUTY SUPPLEMENT TO  
RECEIVE THE QUEEN'S  
AWARD FOR INNOVATION<sup>1</sup>



Ω  
**VITABIOTICS**

SECTION 2 — Pair C

Advertisements

The advertisement features a portrait of British entrepreneur and supermodel David Gandy. He is standing against a light-colored wall, wearing a white button-down shirt and dark jeans. His hands are in his pockets, and he has a slight smile. The Wellman Vitamins logo is at the top left, and a quote from him is in red text. Below the quote, his name and profession are listed. A product box for Wellman Vitamins is shown in the bottom left corner, highlighting 29 nutrients and its status as the UK's No. 1 men's supplement. A QR code and a 'SCAN FOR INFO' call-to-action are in the bottom right corner.

**wellman®**  
VITAMINS

*"For the last 20 years,  
I've relied on Wellman  
for my health & vitality"*

**David Gandy**  
British entrepreneur  
& supermodel

**wellman®**  
29 nutrients

To help maintain  
health & vitality  
With vits B6, B12 & copper  
which support normal  
energy release

Ω VITABIOTICS

UK's  
NO 1  
FOR  
MEN\*

SCAN FOR INFO

From Boots, Holland & Barrett, Superdrug, supermarkets,  
pharmacies, health stores and [wellman.co.uk](http://wellman.co.uk)

\*UK's No.1 men's supplement brand. Source: Nielsen GB ScanTrack Total Coverage Value and Unit Retail Sales 52 w/e 24 April 2021. To verify contact Vitabiotics Ltd, 1 Apsley Way, London NW2 7HF.



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**VITABIOTICS**

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Section 2 Pair A — Film Poster, “Knives Out,” published by Lionsgate.

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