



National
Qualifications
2023 MODIFIED

X848/76/11

**Media:
Analysis of media content**

FRIDAY, 19 MAY

9:00 AM – 10:45 AM

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. Internal and/or external institutional factors influence the ways that key aspects such as narrative and/or representations and/or language are used in media content.

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

- (a) give detailed information about internal and/or external institutional factors and how they have influenced the media content

10

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

10

OR

2. The use of categories (such as genre, purpose, tone or style) in media content can be influenced by society factors. Categories 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 the use of categories in the media content

10

- (b) analyse society and/or audience factors in relation to categories.

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:

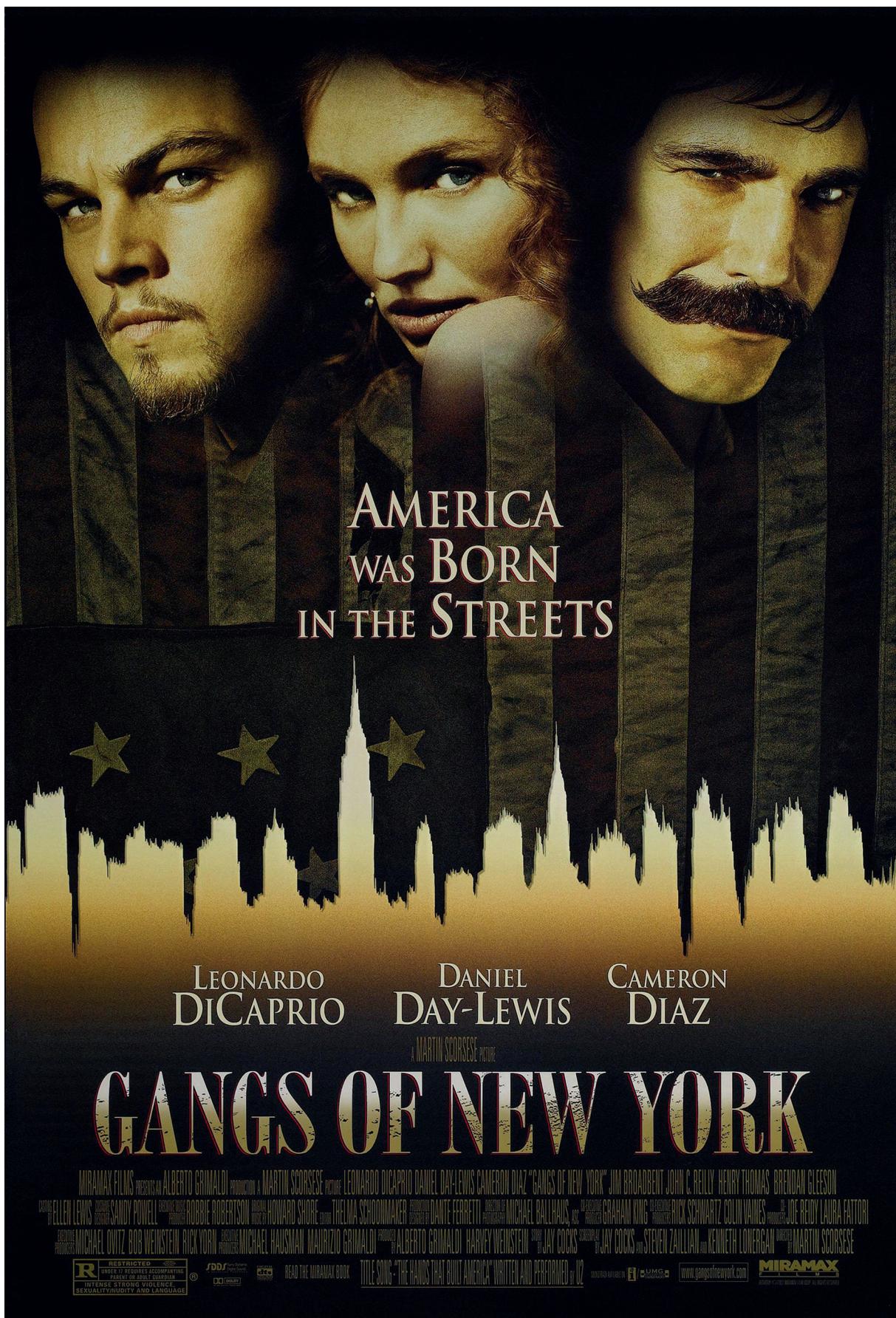
- language
- representation
- categories
- narrative
- audience
- institutions
- society.

10

[Turn over

SECTION 2 — Pair A

Film posters



SECTION 2 — Pair A

Film posters



SECTION 2 — Pair B

Magazine covers



Pampering salon beauty treats

woman&home

womanandhome.com AUGUST 2021 £4.99

CLAUDIA WINKLEMAN

Look after YOU

+ Simple meditation
+ Emotional reboot
+ Time for friends

SHOP THE ISSUE with your phone

+ EASY + QUICK + CLEVER FIND OUT MORE INSIDE

SMART DINNER PARTY IDEAS & SWEET TREATS

10 PAGES W&H SPECIAL

Ultimate SKINCARE

BUDGET TO LUXE

+ Skin quenchers
+ Scientific serums
+ Eye creams that really work
AND MORE!

Feeling HOT! HOT! HOT!

Let's kick back, relax & have some summer fun

20% OFF JOHN MASTERS ORGANICS

£12 OFF MOLTON BROWN GIFT SET

T&Cs apply

VITAMIN DEFICIENCY SPOT THE SIGNS + GET IT SORTED

ECO FASHION FOCUS

Rising stars and big brands doing their bit

SECTION 2 — Pair B

Magazine covers



[Turn over

SECTION 2 — Pair C

Advertisements

When your sneezes rock the boat
you may be muddling through allergies

ZYRTEC® ALLERGY
Cetirizine HCl Tablets 10 mg / antihistamine

Works fast*
and stays strong
day after day.

Stick with the consistent allergy relief of ZYRTEC®
ZYRTEC® starts working hard at hour one. It works twice as hard
when you take it again the next day and stays strong day after day.

*Starts working at hour 1. Use only as directed.
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SECTION 2 — Pair C

Advertisements

The advertisement features a vibrant, colorful design. At the top, the words "PROTECT THE FUN" are written in large, bold letters, each letter containing a different pattern or color. To the right of the text is the Banana Boat logo, which includes a stylized boat and the brand name. Below the text, there is a photograph of two young girls. One girl in the foreground is laughing joyfully with her mouth wide open, wearing pink flower-shaped sunglasses. Another girl is visible behind her, smiling. The background shows a blurred outdoor setting with greenery. At the bottom of the ad, there is a yellow callout box containing text and product information.

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**THE BEST FUN ON EARTH
NEEDS PROTECTION THAT
YOU CAN TRUST.**

**BANANA BOAT SUNSCREEN
LASTS AS LONG AS THE FUN DOES.**

Reapply as directed on product label.

REEF FRIENDLY
No Oxybenzone or Octinoxate

BANANA BOAT SPORT ultra
CLINICALLY PROVEN
WATERPROOF

BANANA BOAT KIDS mineral foam
50+
BABY BLAST

BANANA BOAT baby mineral
50+
BABY BLAST

BANANA BOAT KIDS SPORT
50+
POWERSTAY TECHNOLOGY

[END OF QUESTION PAPER]

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Acknowledgement of copyright

Section 2 Pair A — Film Poster, “Gangs of New York”, published by Miramax.

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