



National
Qualifications
2024

X848/76/11

**Media:
Analysis of media content**

MONDAY, 22 APRIL

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.



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. Society factors of time and/or place can have a significant influence on categories and/or narrative and/or representations in media content.

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

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

10

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

10

OR

2. Language codes in media content can be influenced by institutional factors. They can also be influenced by the audience(s) being targeted, although not all audiences will respond to language codes in the same way.

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

- (a) analyse the use of language codes in the media content

10

- (b) analyse institutional and/or audience factors in relation to the use of language codes.

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

Magazine cover removed due to copyright issues

SECTION 2 — Pair B

Magazine covers

Fall Line

GREAT GEAR + GREAT VALUE = SHREDTASTIC SEASON

SKIING

The complete skier

WE'VE ONLY GONE AND GOT
**DAVE RYDING
AND WOODSY!**
ON HOW TO CARVE LIKE A BOSS,
AND NAIL THREE FREESTYLE TRICKS,
IN A DAY (YES, IT IS POSSIBLE)

WIN
BIG PRIZES WITH
HALTI, K2,
SKI WEEKENDS
AND SPYDER

NO POWDER NEEDED

FALL LINE GETS ITS PISTE ON

EPIC SLOPES
The world's most remarkable runs, from
the steepest to the most controversial

THE DARK SIDE
Night skiing like you've
never seen it before

PISTE PICS THAT WILL GET YOUR HEAD SPINNING ★ PADDY GRAHAM ON THE EVOLUTION OF FREESTYLE
★ SLUSH GALORE! THE JOY OF SKIING NOT-PERFECT SNOW ★ SAM SMOOTHY ON RISK-TAKING AND
GOOD DECISION-MAKING ★ IN FOCUS: NAILING THE PERFECT PISTE SHOT IN CORTINA D'AMPEZZO

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SECTION 2 — Pair C

Advertisements

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OLIVIA & LUCAS

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celebrated the true meaning of
unconditional love. Together with
Marriott, they're showing the
world how love travels.

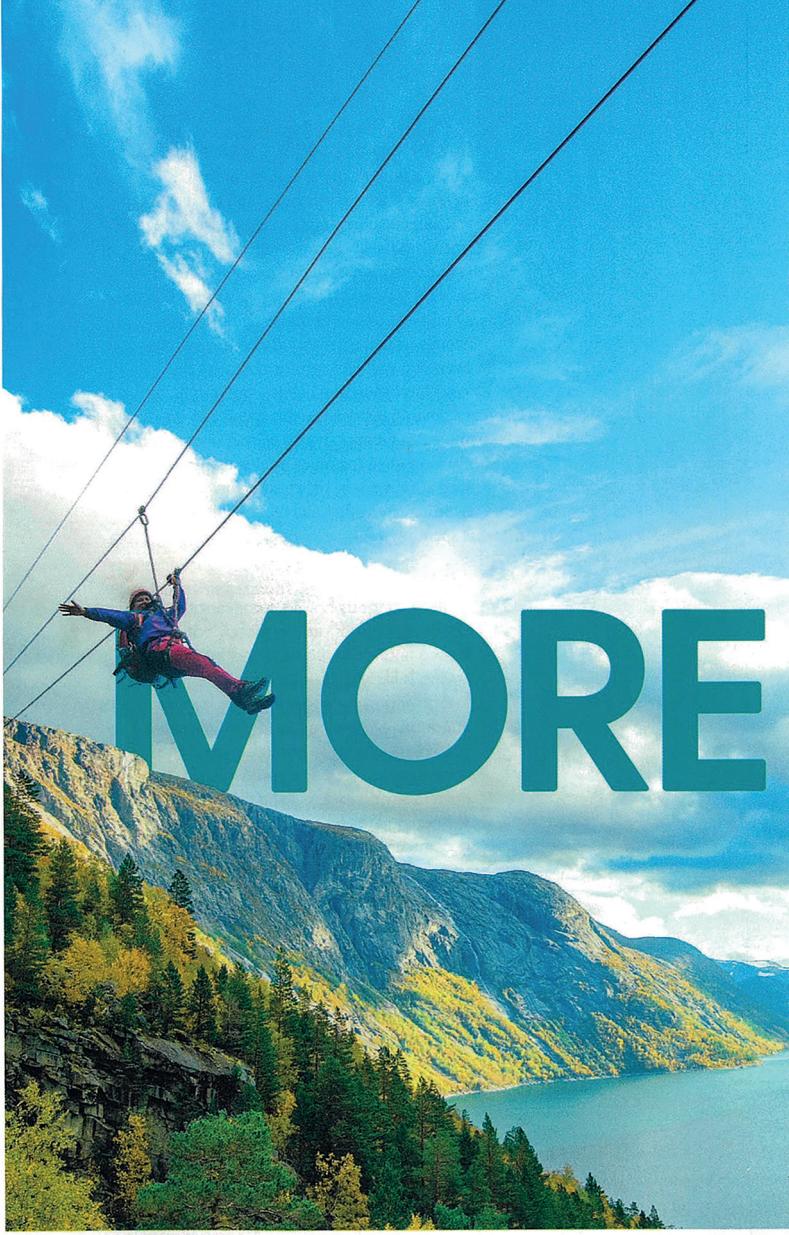
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RESIDENCE INN® NEW YORK MANHATTAN/CENTRAL PARK

SECTION 2 — Pair C

Advertisements



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[END OF QUESTION PAPER]

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Section 2 Pair A — Film Poster, “Enola Holmes” and “Enola Holmes 2” published by Netflix.

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Section 2 Pair B — Magazine Cover, National Geographic Traveller (UK) Magazine – Winter Sports 2023, <https://www.magzter.com/GB/APL-Media/National-Geographic-Traveller--UK-/Travel/1114897>

Magazine cover removed due to copyright issues.

Section 2 Pair B — Magazine Cover, “Fall Line Skiing, Issue 186, December 2022” published by Fall-Line Media Ltd. Reproduced by kind permission of Fall-Line Media Ltd.

Section 2 Pair C — Advertisement, ‘Mariott’

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