



National
Qualifications
2018

X848/75/11

Media

THURSDAY, 10 MAY

9:00 AM – 11:00 AM

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. Producers of media texts use language features to represent people, places, objects and events.
 - (a) Describe **two** representations in media content you have studied. 2
 - (b) Explain in detail how language features have been used to create these representations. 10
2. The tone of a media text is carefully created to make an audience feel a certain way.
 - (a) Describe an example of tone in media content you have studied. 2
 - (b) Explain in detail how technical and/or cultural codes are used to convey tone. 6
3. Narratives in media content are made up of codes, conventions and structures.
Describe in detail the narrative(s) of media content you have studied. 10
4. Producers of media content prefer their content to be read by audiences in certain ways.
 - (a) Describe **two** preferred readings in media content you have studied. 2
 - (b) Explain in detail how these preferred readings can be seen in the media content. 8
5. Media content can intentionally or unintentionally influence attitudes and behaviours.
 - (a) Describe how media content you have studied can influence attitudes and/or behaviours. 2
 - (b) Explain in detail how **at least one** key aspect contributes to the influence(s) on attitudes and/or behaviours. 8

[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



SECTION 2 — Text B

Magazine Cover

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SECTION 2 — Text C

Advertisement

This advertisement has been removed due to copyright restrictions.

The print advertisement is for a Mont Blanc ‘Timewalker’ chronograph watch. The advertisement features a close-up of the actor Hugh Jackman driving a racing car. The tagline is ‘Inspired by Performance’.

[END OF QUESTION PAPER]

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ACKNOWLEDGEMENTS

Section 2 Text A – Film Poster – http://2.bp.blogspot.com/-J3Z8mLtcsl/T7OL1WqdjxI/AAAAAAAABX4/vRngp-SAugY/s1600/haywire_poster.jpg

Section 2 Text B – Magazine cover – https://www.google.co.uk/search?q=trail+running+magazine+october+2017&source=lnms&tbo=isch&sa=X&ved=0ahUKEwjD6JDrlLHXAhVBLIAKHU46BQkQ_AUICygC&biw=1024&bih=652#imgrc=0pXjCsayp2tRRM:&spf=1510236358382