



National  
Qualifications  
2024

X848/75/11

Media

MONDAY, 22 APRIL

9:00 AM – 11:00 AM

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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.



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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. Language features such as technical and cultural codes in media content are used to create meaning.

Explain how the producers used language codes to create meaning in media content you have studied. You could refer to how language codes help to develop representation, tone or any other aspect of the media content.

10

2. Narratives in media content are carefully constructed.

Describe in detail the narrative structures and/or codes and/or conventions of media content you have studied.

10

3. Producers create media content to target particular audiences.

(a) Describe **one or more** target audience(s) of media content you have studied.

2

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

8

4. Media content is influenced by factors in society from the time and place in which it is produced and/or set.

(a) Describe **one or more** society factor(s) that has affected media content you have studied.

2

(b) Explain in detail how society factor(s) have influenced media content you have studied.

8

5. One role of the media is to achieve particular purposes such as profit, promotion and/or public service.

Explain in detail how this 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



SECTION 2 — TEXT B

Magazine cover



SECTION 2 — TEXT C

Advertisement



[END OF QUESTION PAPER]

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Section 2 Text A – Film poster, “Hobbs and Shaw”.

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Section 2 Text B – Magazine cover, “Four Four Two,” Summer 2021.

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Section 2 Text C – Advertisement, “Tag Heuer.”

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Section 2 Text C – Logos – “Netflix” and “The Gray Man”

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