



National
Qualifications
2022 MODIFIED

X848/75/11

Media

MONDAY, 23 MAY

1:30 PM – 3:30 PM

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 *

[BLANK PAGE]

DO NOT WRITE ON THIS PAGE

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. 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

2. Different audiences will have different reactions to media content.

(a) Describe at least **one** audience reaction to media content you have studied.

2

(b) Explain in detail why the media content might create these reaction(s).

8

3. Producers of media texts use language features carefully to create a specific tone.

(a) Describe at least **one** example of tone in media content you have studied.

2

(b) Explain in detail how technical and/or cultural codes are used to create tone.

8

4. Some representations in media content rely on stereotypes whilst others challenge them.

Explain in detail how stereotypes are used and/or challenged in media content you have studied.

10

5. Media content is created to meet audience needs — to educate, entertain and/or inform.

Explain in detail how media content you have studied fulfils the role of meeting audience needs.

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.

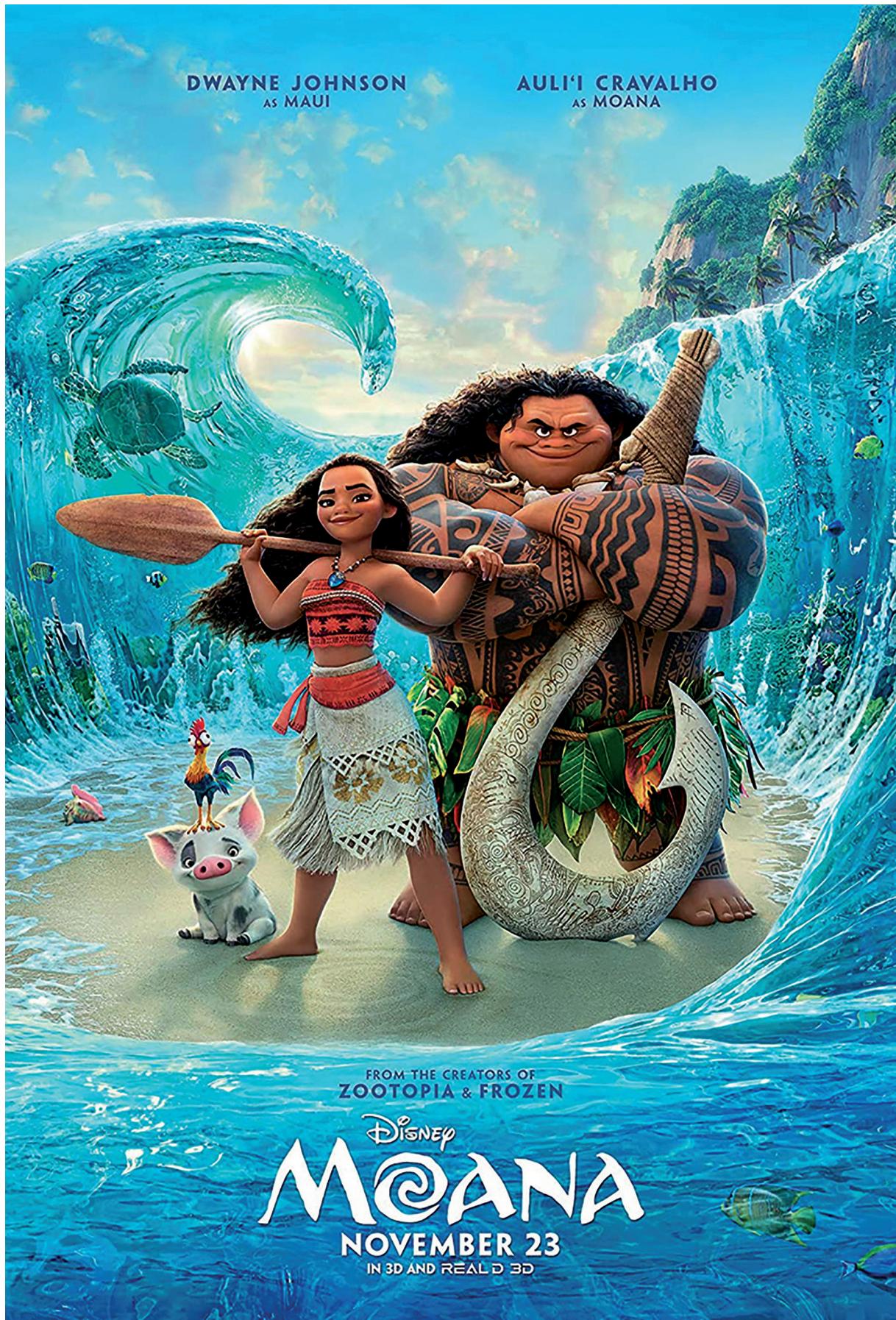
In your answer you must refer to at least **two** of the following key aspects in relation to purpose and/or audience:

- 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

The typical environmentalist.

Join the recharging revolution.

Care more
Replaces thousands of single-use batteries.

Save more
Lasts for up to 500 charges.

Do more
7x more power.*

Being an environmentalist just became a lot easier with GP ReCyko rechargeable batteries. You'll put a lot less stress on the environment. And on your wallet.
Rethink. Recharge. ReCyko.

GP ReCyko
RECHARGEABLE

*vs. GP Super Alkaline batteries in digital cameras

[END OF QUESTION PAPER]

[BLANK PAGE]

DO NOT WRITE ON THIS PAGE

Acknowledgement of copyright

Section 2 Text A — Film poster, “Moana”.

SQA has made every effort to trace the owners of copyright of this item and seek permissions. We are happy to discuss permission requirements and incorporate any missing acknowledgement. Please contact question.papers@sqa.org.uk.

Section 2 Text B — Magazine cover, “Grazia”, 30 December 2019.

SQA has made every effort to trace the owners of copyright of this item and seek permissions. We are happy to discuss permission requirements and incorporate any missing acknowledgement. Please contact question.papers@sqa.org.uk.

Section 2 Text C — Advertisement, “GP ReCyko rechargeable batteries.” Reproduced by kind permission of GP Batteries International Ltd.