



National
Qualifications
2016

X748/75/11

Media

WEDNESDAY, 11 MAY

1:00 PM – 2:30 PM

Total marks — 50

Attempt ALL questions.

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 7 4 8 7 5 1 1 *

Total marks — 50
Attempt ALL questions

You may refer to the same or different media texts in your response to each question.

1. Media content often uses the conventions of a particular genre.
With reference to media content you have studied, explain how the conventions used help you to identify the genre. 8

2. Media texts use technical and cultural codes to appeal to audiences.
Describe at least two technical and/or cultural codes used in media content you have studied **and** explain in detail how they have been used to appeal to audiences. 10

3. Representations in media texts reflect the ideas and attitudes of their producers.
 - (a) Describe in detail how one or more representations have been constructed in media content you have studied. 8
 - (b) Explain how these representations reflect the ideas or attitudes of the producers of the media content. 2

4. Narrative codes, conventions and structures are used to engage audiences.
 - (a) Describe the narrative codes and/or conventions and/or structures in media content you have studied. 10
 - (b) Explain how audiences might respond to these narrative codes and/or conventions and/or structures. 2

5. Some media content is intended to perform a public service.
 - (a) Describe how media content you have studied is intended to perform a public service. 4
 - (b) Explain how at least one key aspect is used to achieve this public service.
You should refer to at least one of: language, narrative, representation, categories, institutions, audience. 6

[END OF QUESTION PAPER]