



National
Qualifications
SPECIMEN ONLY

SQ31/H/01

Media

Date — Not applicable

Duration — 2 hours

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.



* S Q 3 1 H 0 1 *

Attempt ALL questions

Total marks — 50

It is recommended that the examples of media content you use in response to Question one are different from the examples of media content you use in response to Question two.

1. Media Content in Context

How audiences respond to media content can depend on the extent to which genre conventions have been used to construct it.

Analyse how this could apply to media content you have studied. In your response you must cover:

- (a) the ways in which genre conventions have been used in the construction of narrative structures, codes and/or conventions 10
- (b) the ways in which genre conventions have been used in the construction of language and/or representation and/or other categories 10
- (c) the ways in which different audiences might respond to the expected and/or unexpected uses of genre conventions in the media content you have referenced. 10

2. The Role of Media

The media is consistently criticised as being intrusive, out of control or problematic in some other way. Often, the response from the media is that it is simply fulfilling its role of meeting the needs of its audiences.

Discuss this with reference to media content you have studied. In your response you must:

- (a) give detailed information or ideas about the role of media referenced above, and discuss this by giving some opinions, arguments or conclusions about it 10
- (b) give specific examples from media content which illustrate the information, ideas or discussion. 10

[END OF SPECIMEN QUESTION PAPER]