



National
Qualifications
2023 MODIFIED

X848/75/11

Media

FRIDAY, 19 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.



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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. Media content often uses the conventions of a particular genre.
 - (a) Describe the genre conventions of media content you have studied. 8
 - (b) Explain why the producers of this content might have chosen to use these conventions. 2

2. Media content uses language features to create representations.

Explain in detail how representations have been created in media content you have studied. In your answer you should refer to technical and/or cultural codes and/or anchorage. 10

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. Media content is affected by many institutional factors. Examples of these factors include budget, ownership, copyright, other legal factors, and so on.
 - (a) Describe **at least one** institutional factor of media content you have studied. 2
 - (b) Explain how institutional factor(s) have affected the media content. 8

5. Media content can influence people's attitudes and behaviours, whether intentionally or unintentionally.
 - (a) Describe attitudes or behaviours that can be influenced by media content you have studied. 2
 - (b) Explain in detail how at least **one** key aspect contributes to the influence(s) on attitudes and/or behaviours. 8

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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

DONT MISS!
4 NEW ROUTE MAPS INSIDE

BRITAIN'S BEST-SELLING MOUNTAIN BIKING MAGAZINE

Mountain Biking UK

ISSUE 352
FEBRUARY 2018

HIT THE BRAKES!
10 SETS FOR ULTIMATE CONFIDENCE & CONTROL

HOW TO...
- MASTER WINTER TRAIL RIDING
- SEND HUGE JUMPS WITH STYLE
- IMPROVE YOUR STRENGTH

WILD & RUGGED
HAUNTED BOTHY ADVENTURE
IN THE SCOTTISH HIGHLANDS

REAL BIKE LOVE
HOW RIDING EASED A
RELATIONSHIP BUST-UP

BIKETEST
RAPID RIDES
BEST SHORT-TRAVEL
FULL-SUSPENSION RIGS
FOR GOING FAR AND FAST

FLYING START!
HOW KATY WINTON IS CARVING A ROUTE TO THE TOP

FOUR ESSENTIAL
TRAIL TOOLS
+ REMOVE A DING
FROM A RIM

IMMEDIATE MEDIA^{CO}

SECTION 2 — TEXT C
Advertisement

**LIFE IS
LIVED
ON
THESE
FLOORS**

 **Karndean
Designflooring**

karndean.com/living

[END OF QUESTION PAPER]

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Section 2 Text A — Film poster, “The School for Good and Evil”.

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Section 2 Text B — Magazine cover, “Mountain Biking UK”, Issue 352, February 2018. Reproduced by permission of Immediate Media Company Bristol Ltd © ourmedia.

Section 2 Text C — Advertisement, “Karndean Design Flooring”.

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