

National Qualifications 2021 ASSESSMENT RESOURCE

X848/76/11

Media: Analysis of media content

Duration — 1 hour 45 minutes

Total marks — 30

SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT — 20 marks

Attempt EITHER Question 1 OR Question 2.

SECTION 2 — ANALYSIS OF MEDIA TEXTS — 10 marks

Select **ONE PAIR** from the following media texts:

Pair A — Film posters (pages 04–05)

OR

Pair B — Magazine covers (pages 06-07)

OR

Pair C — Advertisements (pages 08-09)

and attempt the question on page 03.

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.





SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT — 20 marks

You may refer to one or more than one media text in your response.

Attempt EITHER Question 1 OR Question 2.

1. Media content targets specific audiences using key aspects such as categories and/or language and/or representations. Audience responses may depend upon how successfully these key aspects have been used.

Analyse how this statement applies to media content you have studied. In your response you should:

- (a) analyse the ways in which different audiences have been targeted and/or might respond to the media content.
- (b) analyse the use of categories and/or language and/or representations in relation to targeting audiences and/or audience responses.

OR

2. The use of narrative in media content can be influenced by society and/or institutional factors.

Analyse how this statement applies to media content you have studied. In your response you should:

- (a) analyse the ways in which narrative structures, codes and/or conventions have been used in the media content.
- (b) analyse the ways in which society and/or institutional factors have influenced the use of narrative.

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SECTION 2 — ANALYSIS OF MEDIA TEXTS — 10 marks

Select **ONE PAIR** from the following media texts:

PAIR A — Film posters (pages 04–05)

OR

PAIR B — Magazine covers (pages 06–07)

OR

PAIR C — Advertisements (pages 08–09)

and attempt the question below.

Write the letter of your chosen pair of texts (A, B or C) in the margin.

3. Analyse in detail how relevant key aspects of media literacy have been used in similar and/or different ways in your chosen pair of media texts. You must make reference to both texts.

In your answer you must make at least **five** developed points of analysis, and refer to at least **two** of the following key aspects:

- language
- representation
- categories
- narrative
- audience
- institutions
- society.

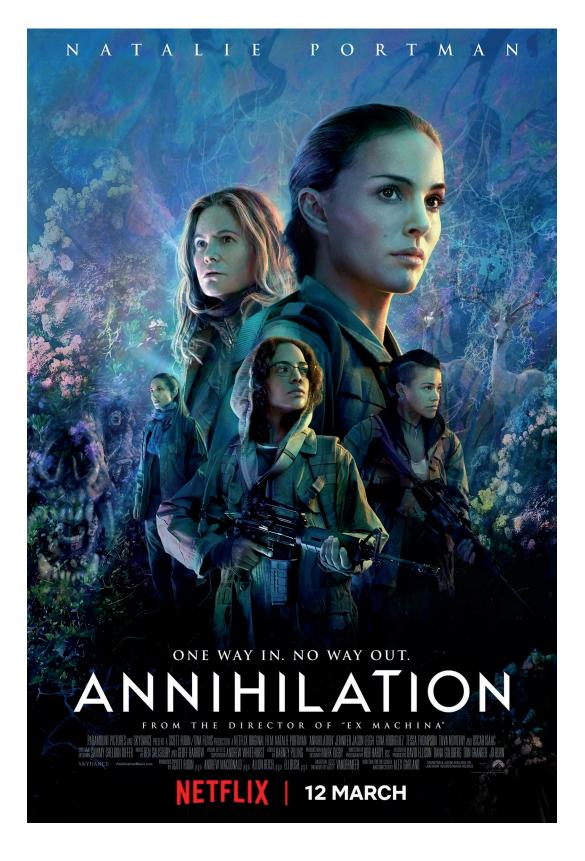
10

[Turn over

SECTION 2 — Pair A Film posters

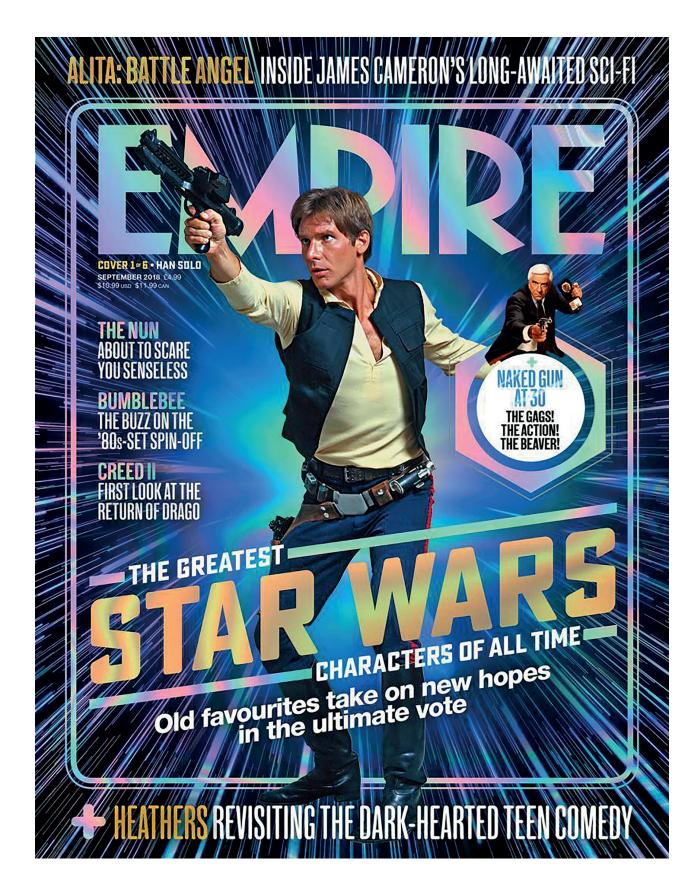


SECTION 2 — Pair A Film posters



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SECTION 2 — Pair B Magazine covers

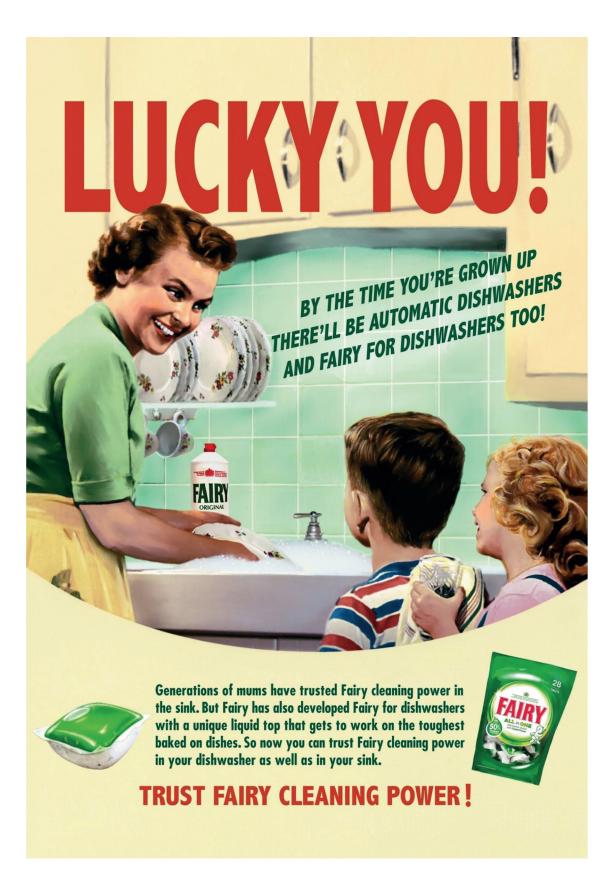


SECTION 2 — Pair B Magazine covers



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SECTION 2 — Pair C Advertisements



SECTION 2 — Pair C Advertisements



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Section 2 Pair A — Film Poster, "BladeRunner 2049," published by Sony Pictures Entertainment.

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Section 2 Pair A — Film Poster, "Annihilation," published by Paramount Pictures and Skydance Media.

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Section 2 Pair B — Magazine Cover, "Empire" (September 2018), published by Bauer Media Group.

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