



**X848/76/11**

**Media:  
Analysis of media content**

Duration — 1 hour 45 minutes

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**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. 10

- (b) analyse the use of categories and/or language and/or representations in relation to targeting audiences and/or audience responses. 10

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. 10

- (b) analyse the ways in which society and/or institutional factors have influenced the use of narrative. 10

## 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

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SECTION 2 — Pair A

Film posters





SECTION 2 — Pair A

Film posters



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PENÉLOPE CRUZ  
**A WRINKLE IN TIME**

**"I GET EXCITED WHEN SOMETHING SCARES ME, I'M DRAWN TO THOSE ROLES"**  
*Jennifer Lawrence*

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SECTION 2 — Pair C  
Advertisements

# LUCKY YOU!

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SECTION 2 — Pair C  
Advertisements



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**ECOVER**

[END OF QUESTION PAPER]

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