



National
Qualifications
SPECIMEN ONLY

SQ30/N5/01

Media

Date — Not applicable

Duration — 1 hour and 30 minutes

Total marks — 50

Attempt ALL questions.

Before attempting the questions you must check that your answer booklet is for the same subject and level as this question paper.

On 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 0 N 5 0 1 *

Attempt ALL questions

1. Genres can be recognised by their conventions.
Describe four conventions of a particular genre which have been used in a media text you have studied, and give an example of how each has been used in that text. **8**
2. Technical and cultural codes are used to create preferred readings in media content.
- (a) Describe a preferred reading in one particular example of media content you have studied. **2**
- (b) Explain in detail how technical and/or cultural codes have been used to create this reading. **10**
3. Media texts are carefully constructed to target particular audiences.
- (a) Describe the target audience(s) for one media text you have studied, using **two** from: characteristics; needs; expectations. **2**
- (b) Explain in detail how at least one key aspect of this text has been used to target the audience(s). **10**
4. Institutional contexts such as internal and external factors, ownership and regulation affect media content.
- (a) Describe in detail at least one institutional factor that is relevant to media content you have studied. **4**
- (b) Explain in detail the effect of the institutional factor(s) on at least one key aspect of this content. **8**
5. Explain in detail how media content you have studied might influence people's behaviour or attitudes. **6**

[END OF SPECIMEN QUESTION PAPER]