



National
Qualifications
2014

X748/75/01

Media

WEDNESDAY, 21 MAY

9:00 AM – 10:30 AM

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.



Attempt ALL questions

You may refer to the same or different media texts in your response to each question.

- | | |
|--|-----------------------|
| 1. Technical and/or cultural codes are used to create representations. | |
| (a) Describe two representations in media content you have studied. | 2 |
| (b) Explain in detail how technical and/or cultural codes have been used to create each of these representations. | 8 |
| | Total marks 10 |
| 2. The tone of a text conveys a particular mood or feeling. | |
| (a) Describe at least one example of tone in media content you have studied. | 2 |
| (b) Explain in detail how technical and/or cultural codes are used to convey this mood or feeling. | 6 |
| | Total marks 8 |
| 3. Narratives are deliberately constructed for many reasons. | |
| (a) Describe the narrative(s) of media content you have studied. | 8 |
| (b) Explain in detail the reasons why the narrative(s) has been made this way. | 4 |
| | Total marks 12 |
| 4. Some audiences will agree with the preferred reading in media content; some will not. | |
| (a) Describe at least one example of preferred reading and explain, in detail, how it has been constructed. | 6 |
| (b) Describe at least one audience who would not take the preferred reading and , in detail, explain why. | 6 |
| | Total marks 12 |
| 5. One role of the media is to generate a profit. | |
| Explain how this can be seen in media content you have studied. | 8 |

[END OF QUESTION PAPER]