



National
Qualifications
2016

X748/75/11

Media

WEDNESDAY, 11 MAY

1:00 PM – 2:30 PM

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.



* X 7 4 8 7 5 1 1 *

Total marks — 50
Attempt ALL questions

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

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|--|-----------------------|
| <p>1. Media content often uses the conventions of a particular genre.
With reference to media content you have studied, explain how the conventions used help you to identify the genre.</p> | 8 |
| <p>2. Media texts use technical and cultural codes to appeal to audiences.
Describe at least two technical and/or cultural codes used in media content you have studied and explain in detail how they have been used to appeal to audiences.</p> | 10 |
| <p>3. Representations in media texts reflect the ideas and attitudes of their producers.</p> <p>(a) Describe in detail how one or more representations have been constructed in media content you have studied.</p> <p>(b) Explain how these representations reflect the ideas or attitudes of the producers of the media content.</p> | 8
2 |
| <p>4. Narrative codes, conventions and structures are used to engage audiences.</p> <p>(a) Describe the narrative codes and/or conventions and/or structures in media content you have studied.</p> <p>(b) Explain how audiences might respond to these narrative codes and/or conventions and/or structures.</p> | 10
2 |
| <p>5. Some media content is intended to perform a public service.</p> <p>(a) Describe how media content you have studied is intended to perform a public service.</p> <p>(b) Explain how at least one key aspect is used to achieve this public service.
You should refer to at least one of: language, narrative, representation, categories, institutions, audience.</p> | 4
6 |

[END OF QUESTION PAPER]