



National
Qualifications
2015

X748/76/11

Media

TUESDAY, 12 MAY
9:00 AM – 11:00 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.



Total marks — 50
Attempt ALL questions

It is recommended that the examples of media content you use in response to Question one are different from the examples of media content you use in response to Question two.

1. Media Content in Context

Audience responses are influenced by the use of language codes and other aspects of media content.

Analyse how this could apply to media content you have studied. In your response you must:

- (a) analyse how language has been used to create meaning in the content; 10
- (b) analyse how categories and/or narrative and/or representations have been used in the content; 10
- (c) analyse how different audiences might respond to the media content you have referenced. 10

2. The Role of Media

All media content can be described as having been constructed to meet a particular purpose. In some content there may be one, obvious purpose; in other content there may be several purposes, some quite subtle.

Discuss this with reference to media content you have studied. In your response you must:

- (a) give detailed information or ideas about the role(s) of media referenced above, and discuss this by giving some opinions, arguments or conclusions about it; 10
- (b) give specific examples from media content which illustrate your information, your ideas or your discussion. 10

[END OF QUESTION PAPER]