



National
Qualifications
2016

X748/76/11

Media

WEDNESDAY, 11 MAY

1:00 PM – 3:00 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 6 1 1 *

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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

Internal and external institutional factors often influence the way that narrative and other aspects of media content are constructed.

Analyse how this statement applies to media content you have studied. In your response you should:

- (a) give detailed information about internal and/or external institutional factors which have influenced the media content; 10
- (b) analyse how narrative structures, codes and/or conventions have been influenced by these institutional factors; 10
- (c) analyse how categories and/or representations and/or language codes have also been influenced by these institutional factors. 10

2. The Role of Media

Media content can influence behaviour and attitudes. At times this is the intention of the producers; at other times it is an unintended consequence.

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]