



National  
Qualifications  
2014

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**X748/75/01**

**Media**

WEDNESDAY, 21 MAY

9:00 AM – 10:30 AM

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**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                     |
|  | <b>Total marks</b> 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                     |
|  | <b>Total marks</b> 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                     |
|  | <b>Total marks</b> 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 <b>and</b> explain, in detail, how it has been constructed. | 6                     |
| (b) Describe at least one audience who would not take the preferred reading <b>and</b> , in detail, explain why.   | 6                     |
|  | <b>Total marks</b> 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]