



National
Qualifications
2015

X748/75/11

Media

TUESDAY, 12 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.



* 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.

1. Narrative is a key element of genre.
With reference to media content you have studied, describe the narrative you would expect to find in a particular genre. 6

2. Representations in media content are created by language features such as images, sound, words and so on.
 - (a) Describe two representations in media content you have studied. 2
 - (b) Explain in detail how language features have been used to create each of these representations. 10

3. Media content reflects ideas from the time/place in which it was made and/or set.
 - (a) Describe relevant ideas from the time and/or place of the media content you have studied. 4
 - (b) Explain in detail how this content reflects these ideas. 6

4. Internal and external controls affect the making of media content.
 - (a) Describe at least two internal and/or external controls relevant to media content you have studied. 4
 - (b) Explain in detail how these controls have affected the media content. 6

5. Successful media content meets the needs of its audience(s).
 - (a) Describe two needs of the audience(s) for media content you have studied. 2
 - (b) Explain in detail how media content was used to meet each need. 10

[END OF QUESTION PAPER]