



National
Qualifications
2017

X748/75/11

Media

WEDNESDAY, 10 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. Media content can create stereotypes and/or challenge stereotypes.
 - (a) Describe representations which create and/or challenge stereotypes in media content you have studied. 6
 - (b) Explain in detail how language features have been used to create and/or challenge stereotypes. 6

2. Producers of media content must consider internal and external factors.
 - (a) Describe **two** internal and/or external factors in media content you have studied. 2
 - (b) Explain in detail how internal and/or external factors have affected media content you have studied. 6

3. Genres are used to attract audiences.
 - (a) Describe the genre conventions of media content you have studied. 8
 - (b) Explain in detail how these genre conventions would attract one or more audiences. 4

4. Media content cannot be separated from its context in society.

Explain in detail how media content you have studied has been affected by the society in which it was made and/or set. 8

5. One role of media is to meet audience needs by providing entertainment.

Explain in detail how media content you have studied meets this need. 10

[END OF QUESTION PAPER]