



National
Qualifications
2017

X748/76/11

Media

WEDNESDAY, 10 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.



* X 7 4 8 7 6 1 1 *

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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

It could be argued that ideas within a society are reflected in representations and other aspects of media content.

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

- (a) give detailed information about ideas in society which are reflected in the media content; 10
- (b) analyse how representations reflect these ideas; 10
- (c) analyse how categories and/or narrative and/or language codes reflect these ideas. 10

2. The Role of Media

Producers of media content often claim that their main intention is to meet the need for entertainment, education and/or information. However, they are frequently criticised for being driven mainly by profit or promotion.

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]