



National
Qualifications
2019

X848/75/11

Media

MONDAY, 20 MAY

1:00 PM – 3:00 PM

Total marks — 60

SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT — 50 marks

Attempt ALL questions.

SECTION 2 — ANALYSIS OF A MEDIA TEXT — 10 marks

Choose **ONE** of the following media texts:

Text A — Film poster (page 05)

or

Text B — Magazine cover (page 06)

or

Text C — Advertisement (page 07)

and attempt the question on page 04.

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.



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SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT — 50 marks

Attempt ALL questions

You may refer to the same or different media texts in your response to each question.

1. Media texts use language features to create meaning.
Explain in detail how this can be seen in media content you have studied. In your answer you should refer to technical and/or cultural codes and/or anchorage. 10

2. Media content is deliberately created to target specific audiences.
 - (a) Describe **two** audiences targeted by media content you have studied. 2
 - (b) Explain in detail how the media content targets these audiences. 8

3. The narrative of media content is often used to achieve particular purposes.
 - (a) Describe in detail the narrative in media content you have studied. 8
 - (b) Explain how the narrative achieves a particular purpose(s). 2

4. Media content is affected by many institutional factors such as budget, legal constraints, the effect of ownership and so on.
 - (a) Describe **two** institutional factors of media content you have studied. 2
 - (b) Explain how institutional factors have affected the media content. 8

5. One role of media is promotion. For example, media content may promote a product, idea or person.
Explain in detail how promotion can be seen in media content you have studied. 10

[Turn over

SECTION 2 — ANALYSIS OF A MEDIA TEXT — 10 marks

Select ONE text

Select **ONE** of the following media texts:

Text A — Film poster (page 05)

or

Text B — Magazine cover (page 06)

or

Text C — Advertisement (page 07)

and attempt the question below.

Write the letter of your chosen text (A, B or C) in the margin.

6. Media texts are made with particular purposes and for specific audiences. With reference to purpose and/or audience, explain in detail how relevant key aspects of media literacy have been used in your chosen media text.

In your answer you must refer to at least **two** of the following key aspects in relation to purpose and/or audience:

- language
- representation
- categories
- narrative
- audience
- institutions
- society

SECTION 2 — TEXT A

Film poster

EWAN MCGREGOR

Disney
Christopher Robin

OLD FRIENDS, NEW ADVENTURES.

DISNEY PRESENTS "CHRISTOPHER ROBIN" A 2DUX2 PRODUCTION A MARC FORSTER FILM EWAN MCGREGOR HAYLEY ATWELL WITH THE VOICES OF JIM CUMMINGS
BRAD GARRETT MUSIC BY JON BRION COSTUME DESIGNER JENNY BEAVAN FILM EDITOR MATT CHESSE' ACE PRODUCTION DESIGNER JENNIFER WILLIAMS DIRECTOR OF PHOTOGRAPHY MATTHIAS KÖNIGSWIESER
EXECUTIVE PRODUCERS RENÉE WOLFE JEREMY JOHNS PRODUCED BY BRIGHAM TAYLOR KRISTIN BURR BASED UPON CHARACTERS CREATED BY A.A. MILNE AND E.H. SHEPARD STORY BY ALEX ROSS PERRY
SCREENPLAY BY ALEX ROSS PERRY AND TOM MCCARTHY AND ALLISON SHROEDER DIRECTED BY MARC FORSTER

Find Them In Cinemas August 17

Walt Disney Studios UK Disney UK DisneyStudiosUK #ChristopherRobin

SCOTLAND'S GLAMOROUS GLOSSY

Issue 194 July 26th - August 22nd 2018

No.1

FASHION insider hacks

The secret shops you've never heard of



THE TOP STYLE STEALS FOR THIS AUTUMN

THE SIX REASONS

Cheryl walked away from her relationship

EAT
YOUR WAY
TO A FLAT
TUM...

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SECTION 2 — TEXT C

Advertisement



FUJIFILM
SHOW ME YOUR
world



**EVERYDAY CREATIVITY, PURE AND
SIMPLE WITH THE X-T100**

24.2 Megapixel CMOS Sensor · ~180° Tilt & Flip Touchscreen LCD · Electronic Viewfinder
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[END OF QUESTION PAPER]

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