



National
Qualifications
2019

X848/76/11

**Media:
Analysis of media content**

MONDAY, 20 MAY
9:00 AM – 11:15 AM

Total marks — 50

SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT — 40 marks

Attempt ALL questions.

SECTION 2 — ANALYSIS OF MEDIA TEXTS — 10 marks

Select **ONE PAIR** from the following media texts:

Pair A — Film posters (*pages 04–05*)

or

Pair B — Magazine covers (*pages 06–07*)

or

Pair C — Advertisements (*pages 08–09*)

and attempt the question on *page 03*.

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 8 4 8 7 6 1 1 *

SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT— 40 marks

Attempt ALL questions

You may refer to one or more than one media text in your response to questions 1 and 2.

1. Institutional factors can have a significant influence on categories and/or language and/or narrative.

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

- (a) give details of how internal and/or external institutional factors have influenced the media content 10

- (b) analyse how categories and/or language and/or narrative have been influenced by institutional factors. 10

2. Representations can be influenced by the society in which the media content is made and/or set. They can also be influenced by the audience(s) being targeted, although not all audiences will respond in the same way.

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

- (a) analyse representations in the media content 10

- (b) analyse representations in relation to the context(s) of society and/or audience. 10

SECTION 2 — ANALYSIS OF MEDIA TEXTS — 10 marks

Select **ONE PAIR** from the following media texts:

PAIR A — Film posters (*pages 04–05*)

or

PAIR B — Magazine covers (*pages 06–07*)

or

PAIR C — Advertisements (*pages 08–09*)

and attempt the question below.

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

3. Analyse in detail how relevant key aspects of media literacy have been used in similar and/or different ways in your chosen pair of media texts. You must make reference to both texts.

In your answer you must make at least **five** developed points of analysis, and refer to at least **two** of the following key aspects:

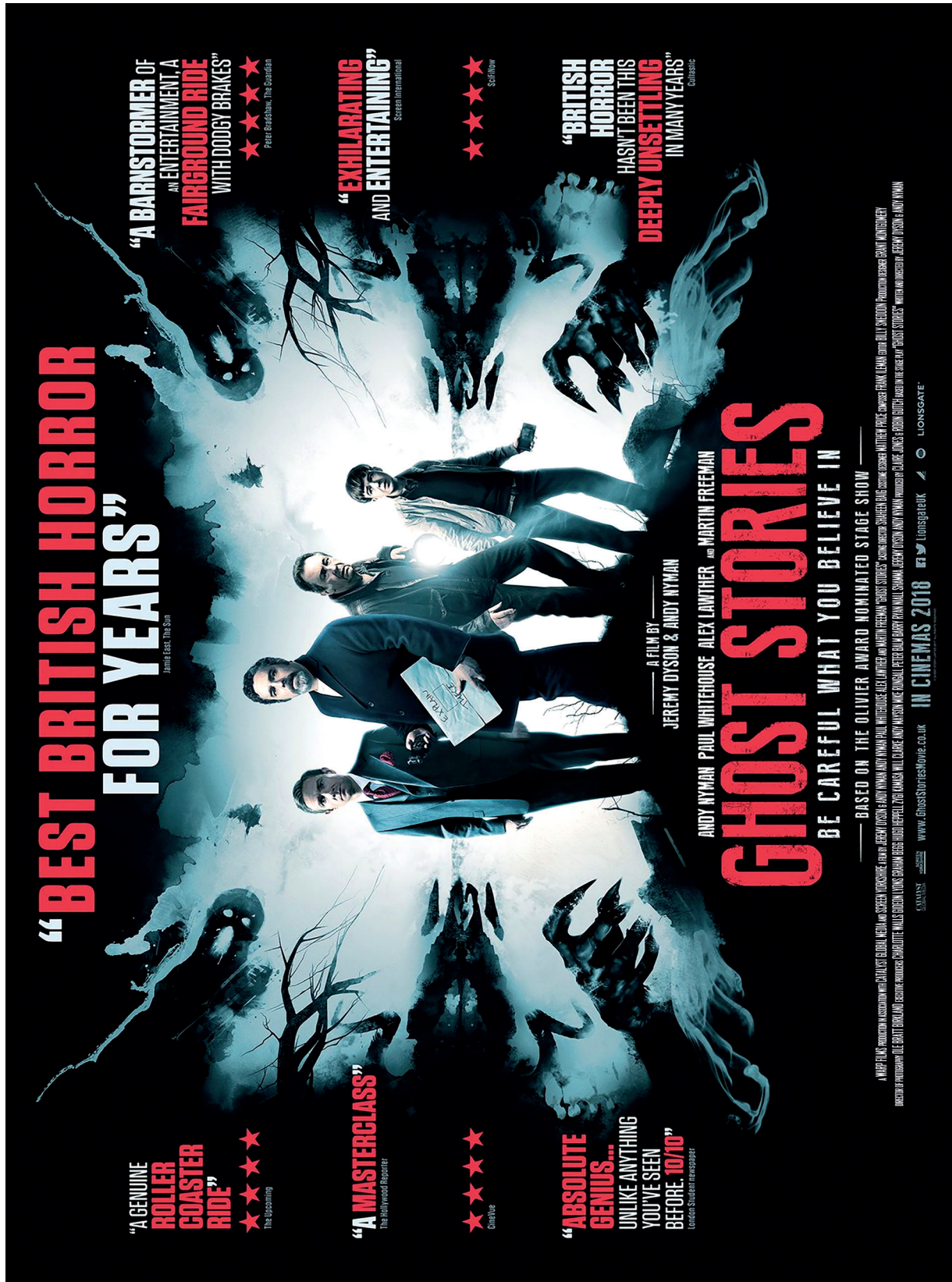
- language
- representation
- categories
- narrative
- audience
- institutions
- society

10

[Turn over

SECTION 2 — Pair A

Film posters



“BEST BRITISH HORROR FOR YEARS”
James Legg, The Sun

“A GENUINE ROLLER COASTER RIDE”
The Guardian ★★★★★

“A BARNSTORMER OF AN ENTERTAINMENT, A FAIRGROUND RIDE WITH DODGY BRAKES”
Peter Bradshaw, The Guardian ★★★★★

“EXHILARATING AND ENTERTAINING”
Screen International ★★★★★


“ABSOLUTE GENIUS... UNLIKE ANYTHING YOU’VE SEEN BEFORE. 10/10”
London Student Reporter ★★★★★

“BRITISH HORROR HASN’T BEEN THIS DEEPLY UNSETTLING IN MANY YEARS”
Classic ★★★★★

“A MASTERCLASS”
The Hollywood Reporter ★★★★★

A FILM BY JEREMY DYSON & ANDY NYMAN
ANDY NYMAN, PAUL WHITEHOUSE, ALEX LAWTHORP, AND MARTIN FREEMAN
GHOST STORIES
BE CAREFUL WHAT YOU BELIEVE IN

— BASED ON THE OLIVIER AWARD NOMINATED STAGE SHOW —

A WARP PICTURES PRODUCTION IN ASSOCIATION WITH CANAL+ AND SCREEN PARTNERSHIP. STORY BY JEREMY DYSON & ANDY NYMAN. ANDY NYMAN, PAUL WHITEHOUSE, ALEX LAWTHORP, AND MARTIN FREEMAN. “GHOST STORIES” COSTUME DESIGNER SHARON DICK. COSTUME DESIGNER WALTER PRICE. COSTUME STYLIST LEMMA. COSTUME DRESSING ROOM MONTEMEYER. DIRECTOR OF PHOTOGRAPHY GLEBBY BOROGLAND. EXECUTIVE PRODUCERS CHARLOTTE WILKS, GUYON JONES, SPAIN BISS, AUSTIN REPELL, ZION KAMAS, WILL CLARKE, NINA WASTON, MICK HENNING, PETER DUNN, BARRY HORN, WALL SWANN, GERRY DYSON, ANDY NYMAN, WENDY PATE, JONES & BROWN. GHOST STORIES: WRITTEN AND DIRECTED BY GERRY DYSON & ANDY NYMAN. www.GhostStoriesMovie.co.uk IN CINEMAS 2018  LIONS GATE

SECTION 2 — Pair A

Film posters

"SUPERBLY SUSPENSEFUL, SMART, SEXY AND GRISLY"
HORRORHOUND MAGAZINE

DAVID OAKES

TRUTH OR DARE

SPIN THE BOTTLE... YOU DECIDE

CINE BRITANNIA

CORONA PICTURES presents in association with AN PICTURES & NET FILM POST **TRUTH OR DARE** **DAVID OAKES** **LIAM BOYLE** **JACK GORDON** **FLORENCE HALL** **JENNI JACQUES** **TOM KANE** **JASON MAZA** **ALEXANDER VLASSOV** MAKE UP AND HAIR DESIGNER **PIPPA WOODS** COSTUME DESIGNER **RAQUEL AZEVEDO** PRODUCTION DESIGNER **NICEL ALBERNANICHE** EDITOR **RICHARD PARKER** COMPOSER **RICHARD PRIN** SCREENPLAY **MATT THROUGHTON** LINE PRODUCER **ROBERT PARENT** EXECUTIVE PRODUCERS **JAMES FREED** EXECUTIVE PRODUCERS **MATTHEW BOYES** **GAIL CROCKER** **TOM JERRIN** **ANGAU PAUL** **VICTOR BATEMAN** **LEE BRAZIER** **CHRIS HAINSWORTH** **CARLO DUSI** WRITER **MATTHEW MCGUCHAN** PRODUCED BY **RICHARD JONES AND RUPERT JERRIN** DIRECTED BY **ROBERT HEAR**

15 CONTAINS STRONG LANGUAGE, DRUG USE, AND DRUG USE

SHOBOX

[Turn over

The magazine cover features a large portrait of Benedict Cumberbatch in a suit and tie. The background is a blurred cityscape. Various promotional elements and text are overlaid on the cover.

sky **Virgin** **media** **BEST FOR SKY & VIRGIN** **MORE CHANNELS than any other TV mag!**

PLUS NETFLIX, AMAZON & MORE...

TV & Satellite week

10-16 March 2018

NEW
THE GOOD FIGHT
Game of Thrones' Rose Leslie returns in the legal drama

GREAT BRITISH DRAMA

NEW
MISS HOLLAND
The outrageous beauty queen of comedy

PATRICK MELROSE

Benedict Cumberbatch heads our **4-page special preview**

LUTHER

HUMANS

BODYGUARD

£2.25
Scotland/
N Ireland
9 17 71 56 14 5 50 5 5



[Turn over

SECTION 2 — Pair C
Advertisements



SKECHERS
D'Lites
the ORIGINAL

[f](#) [t](#) [v](#) [i](#) [g](#) [www.skechers.com](#)

SECTION 2 — Pair C
Advertisements

COLOURISSIMA

PINK
*sensitive
and
creative*

BLUE
*thoughtful
and peaceful*

GREY
*impartial and
balanced*

Lelli Kelly
*PELLE NATURALE
NATURAL LEATHER*

University of Chichester

find out more about the project on www.ellikelly.co.uk

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National
Qualifications
2019

X848/76/12

**Media:
The role of media**

MONDAY, 20 MAY

1:00 PM – 2:00 PM

Total marks — 20

Attempt the question.

Write your answer clearly in the answer booklet provided.

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 8 4 8 7 6 1 2 *

THE ROLE OF MEDIA — 20 marks

Attempt the question

It is recommended that the examples of media content you use in response to this task are different from the examples of media content you used in response to the tasks in the *Analysis of media content* paper.

The role of media

Media content is often criticised for influencing attitudes and/or behaviour, whether intentionally or unintentionally. The producers of the content, however, may argue that they are simply meeting audience needs.

Discuss this with reference to media content you have studied.

In your response you must discuss the point(s) of view referenced above by:

- giving detailed information and/or ideas about the role(s) of media referenced above
- giving specific examples from media content which illustrate the information and/or ideas and your discussion
- commenting on these examples and relating these to your discussion
- drawing at least one conclusion which provides judgement in relation to the question.

[END OF QUESTION PAPER]