



National
Qualifications
2022 MODIFIED

X848/76/11

**Media:
Analysis of media content**

MONDAY, 23 MAY
9:00 AM – 10:45 AM

Total marks — 30

SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT — 20 marks

Attempt EITHER Question 1 OR Question 2.

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.



SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT — 20 marks

You may refer to one or more than one media text in your response.

Attempt EITHER Question 1 OR Question 2.

1. The society in which media content is made and/or set can have an influence on how categories and/or language and/or narrative is used in the media content.

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

- (a) give detailed information about society factors and how they have influenced the media content 10
- (b) analyse how the use of categories and/or language and/or narrative has been influenced by society factors. 10

OR

2. Representations in media content can be influenced by institutional factors and/or by a desire to create specific responses in the audience.

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 institutions 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



SECTION 2 — Pair A

Film posters



[Turn over



[Turn over

SECTION 2 — Pair C
Advertisements



Pioneering beauty
from within
over 25 years

Advanced nutrition for
skin, hair & nails

Scan
for info



PERFECTIL.COM

Available from *Boots*, Holland & Barrett,
Superdrug, supermarkets,
health stores and pharmacies

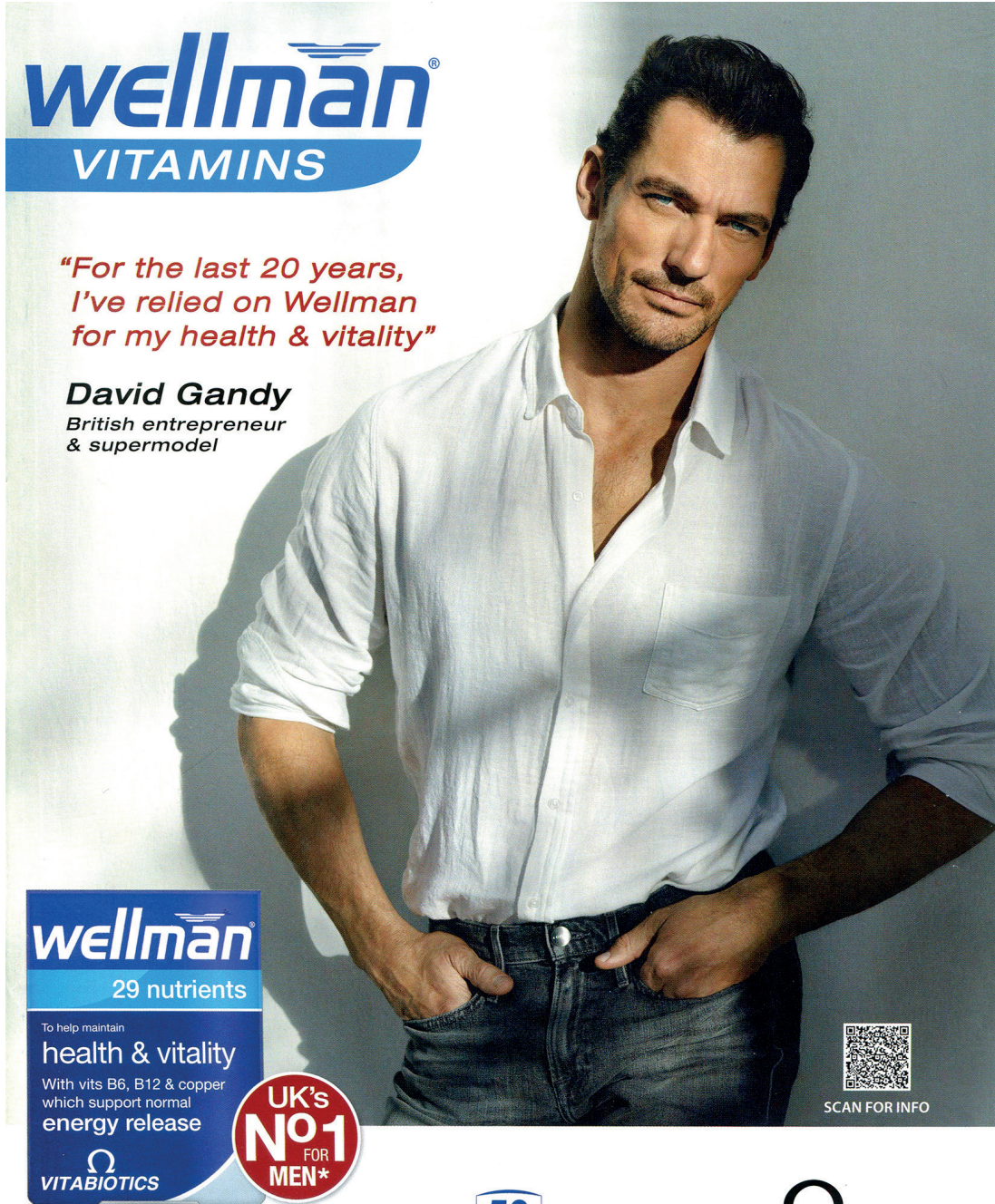
¹With biotin to help maintain normal skin, and
selenium and zinc to help maintain normal hair and nails.

^{*}UK's No.1 beauty supplement brand for skin, hair and nails. Source: Nielsen GB ScanTrack Total Coverage Value and Unit Retail Sales 52 w/e 24/04/2021. To verify contact Vitabiotics Ltd, 1 Apsley Way, London, NW2 7HF. [†]Vitabiotics has received the Queen's Award for Innovation on two occasions, in addition to twice for International Trade.



SECTION 2 — Pair C

Advertisements



wellman[®]
VITAMINS

*"For the last 20 years,
I've relied on Wellman
for my health & vitality"*


David Gandy
British entrepreneur
& supermodel

wellman[®]
29 nutrients

To help maintain
health & vitality
With vits B6, B12 & copper
which support normal
energy release

VITABIOTICS

**UK's
No.1
FOR
MEN***



SCAN FOR INFO

From Boots, Holland & Barrett, Superdrug, supermarkets,
pharmacies, health stores and wellman.co.uk



*UK's No.1 men's supplement brand. Source: Nielsen GB ScanTrack Total Coverage Value and Unit Retail Sales 52 w/e 24 April 2021. To verify contact Vitabiotics Ltd, 1 Apsley Way, London NW2 7HF.

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Section 2 Pair A — Film Poster, “Knives Out,” published by Lionsgate.

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