



National  
Qualifications  
2023 MODIFIED

**X848/76/11**

**Media:  
Analysis of media content**

FRIDAY, 19 MAY

9:00 AM – 10:45 AM

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**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.



\* X 8 4 8 7 6 1 1 \*

## 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. Internal and/or external institutional factors influence the ways that key aspects such as narrative and/or representations and/or language are used in media content.

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

- (a) give detailed information about internal and/or external institutional factors and how they have influenced the media content 10
- (b) analyse how narrative and/or representations and/or language have been influenced by institutional factors. 10

OR

2. The use of categories (such as genre, purpose, tone or style) in media content can be influenced by society factors. Categories 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 the use of categories in the media content 10
- (b) analyse society and/or audience factors in relation to categories. 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:

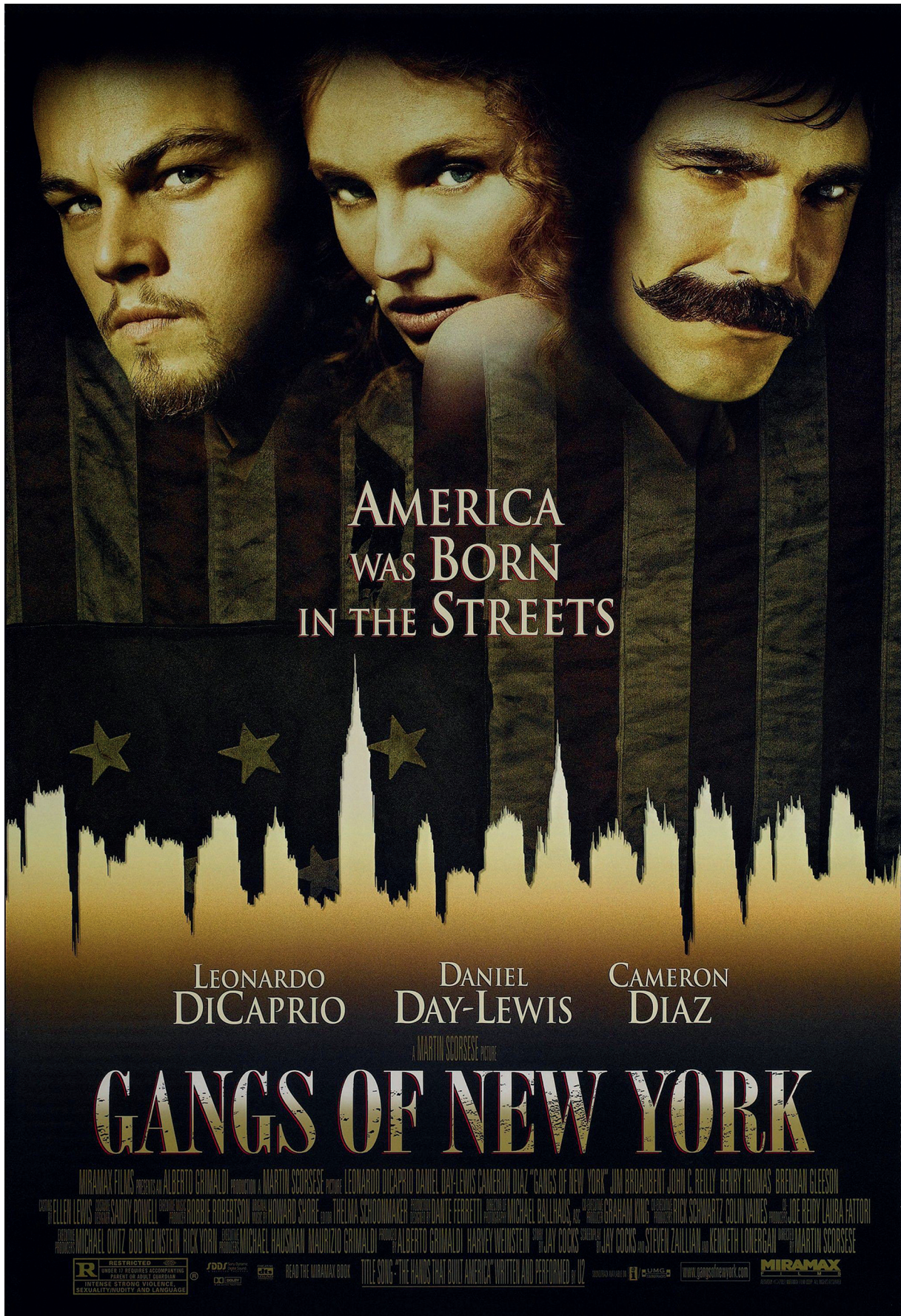
- language
- representation
- categories
- narrative
- audience
- institutions
- society.

10

[Turn over

SECTION 2 — Pair A

Film posters



SECTION 2 — Pair A

Film posters



*Pampering salon beauty treats*

womanandhome.com

# woman & home

AUGUST 2021 £4.99

*Look after*  
**YOU**

- + Simple meditation
- + Emotional reboot
- + Time for friends

**CLAUDIA WINKLEMAN**  
on social media,  
the truth about  
Strictly and  
turning 50

**20% OFF**  
JOHN MASTERS  
ORGANICS  
**£12 OFF**  
MOLTON BROWN  
GIFT SET  
T&Cs apply

**SHOP THE ISSUE**  
*with your phone*  
+ EASY + QUICK + CLEVER  
FIND OUT MORE INSIDE

**VITAMIN DEFICIENCY**  
SPOT THE SIGNS  
+ GET IT SORTED

**SMART DINNER PARTY IDEAS & SWEET TREATS**

**ECO FASHION FOCUS**  
Rising stars and big brands doing their bit

**10 PAGES** **W&H SPECIAL**  
*Ultimate*  
**SKINCARE**  
BUDGET TO LUXE  
+ Skin quenchers  
+ Scientific serums  
+ Eye creams that really work  
**AND MORE!**

*Feeling*  
**HOT! HOT! HOT!**

Let's kick back, relax  
& have some summer fun

SECTION 2 — Pair B  
Magazine covers

**GRAZIA**

**SIMONE BILES**  
HOW SHE'S REDEFINED SUCCESS

**HOW TO STYLE SUMMER**  
*The no-fuss looks and tricks to see you through*

**MENTAL HEALTH**  
**FRANKIE BRIDGE**  
EXPLODES THE MOTHERHOOD MYTH

**THE LONELINESS EPIDEMIC**  
**'I'M PART OF GENERATION NO FRIENDS'**

**THEY'RE BACK!**  
**SEX AND THE CITY REBOOTED**  
*Inside the fashion, flings and friendships*

**28**  
**DRAMA-FREE HAIR HEROES**  
HACKS FROM THE EXPERTS

ISSUE 810  
23 AUG 2021  
E2.75 SPAIN €4.45 GREECE €4.75  
9 771745 956099 32 >

[Turn over

SECTION 2 — Pair C  
Advertisements



When your  
sneezes rock  
the boat

you may be  
muddling through  
allergies



**Stick with the consistent allergy relief of ZYRTEC®**  
ZYRTEC® starts working hard at hour one. It works twice as hard  
when you take it again the next day and stays strong day after day.

\*Starts working at hour 1. Use only as directed.



SECTION 2 — Pair C  
Advertisements

**PROTECT THE FUN™**

**BANANA BOAT**

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**THE BEST FUN ON EARTH NEEDS PROTECTION THAT YOU CAN TRUST.**  
**BANANA BOAT SUNSCREEN LASTS AS LONG AS THE FUN DOES.**

Reapply as directed on product label.

**REEF FRIENDLY**  
No Oxybenzone or Octinoxate

**BANANA BOAT SPORT ultra** 50+  
CLINICALLY PROVEN WATER RESISTANT

**BANANA BOAT KIDS mineral foam** 50+  
BERRY BLAST

**BANANA BOAT baby mineral** 50+  
PERFUME-FREE

**BANANA BOAT KIDS SPORT** 50+  
POWERSTAY TECHNOLOGY

[END OF QUESTION PAPER]

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*Acknowledgement of copyright*

Section 2 Pair A — Film Poster, “Gangs of New York”, published by Miramax.

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Section 2 Pair A — Film Poster, “Inception”, published by Warner Bros.

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Section 2 Pair B — Magazine Cover, “Woman and Home magazine, August 2021” is reproduced by permission of Future Publishing Ltd.

Section 2 Pair B — Magazine Cover, “Grazia magazine, Issue 810, 23 August 2021” published by Bauer Media.

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Section 2 Pair C — Advertisement, “Zyrtec”.

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Section 2 Pair C — Advertisement, “Banana Boat”.

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