



National
Qualifications
2024

X848/76/12

**Media:
The role of media**

MONDAY, 22 APRIL
11:15 AM – 12:15 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.



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 task in the *Analysis of media content* paper.

The role of media

Media content is made to meet audience needs for information and/or education and/or entertainment. Media content can be created to meet just one audience need, however it can also be created to meet multiple audience needs.

Discuss this with reference to media content you have studied.

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

- giving detailed information or ideas about the role(s) of media referenced above
- giving specific examples from media content which illustrate the information/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]