



National  
Qualifications  
2018

**X848/75/11**

**Media**

THURSDAY, 10 MAY  
9:00 AM – 11:00 AM

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**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.



\* X 8 4 8 7 5 1 1 \*

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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. | Producers of media texts use language features to represent people, places, objects and events.   |    |
|    | (a) Describe <b>two</b> representations in media content you have studied.  | 2  |
|    | (b) Explain in detail how language features have been used to create these representations.   | 10 |
| 2. | The tone of a media text is carefully created to make an audience feel a certain way.   |    |
|    | (a) Describe an example of tone in media content you have studied.  | 2  |
|    | (b) Explain in detail how technical and/or cultural codes are used to convey tone.  | 6  |
| 3. | Narratives in media content are made up of codes, conventions and structures.<br>Describe in detail the narrative(s) of media content you have studied. | 10 |
| 4. | Producers of media content prefer their content to be read by audiences in certain ways.  |    |
|    | (a) Describe <b>two</b> preferred readings in media content you have studied.   | 2  |
|    | (b) Explain in detail how these preferred readings can be seen in the media content.  | 8  |
| 5. | Media content can intentionally or unintentionally influence attitudes and behaviours.  |    |
|    | (a) Describe how media content you have studied can influence attitudes and/or behaviours.  | 2  |
|    | (b) Explain in detail how <b>at least one</b> key aspect contributes to the influence(s) on attitudes and/or behaviours.                                | 8  |

[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

THEY GAVE HER  
NO CHOICE

GINA  
**CARANO**  
BILL  
**PAXTON**

MICHAEL  
**FASSBENDER**  
CHANNING  
**TATUM**

WITH ANTONIO  
**BANDERAS**  
AND MICHAEL  
**DOUGLAS**  
EWAN  
**McGREGOR**

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EWAN MCGREGOR BILL PAXTON CHANNING TATUM MATTHEW KASSOVITZ MICHAEL ANGELO ROSSI PRODUCTION DESIGNER SHOSHANA RUBIN COSTUME DESIGNER KENNETH HALLSBAND  
CASTING BY CHARMEN ZIEBA MUSIC BY EDWARD HOLMES EXECUTIVE PRODUCERS RYAN KALANOVICH TUCKER TUCKLEY PRODUCED BY KENNETH HALLSBAND  
WRITTEN BY LEM DOBBINS DIRECTED BY STEVEN SODERBERGH

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SECTION 2 — Text C  
Advertisement



The advertisement features a large, high-contrast image of Hugh Jackman in the driver's seat of a red racing car, looking intensely at the camera. The car's steering wheel and dashboard are visible. In the background, another red racing car with the number 8 is on the track. The overall design is dynamic, with a diagonal split between the car image and a black background.

**MONTBLANC**

*Inspired by performance*

# TIMEWALKER

**Hugh Jackman and the new TimeWalker Chronograph**

The new TimeWalker Chronograph is inspired by performance and the spirit of racing.  
[montblanc.com/timewalker](http://montblanc.com/timewalker)  
Crafted for New Heights.



A detailed image of the Montblanc TimeWalker Chronograph watch. It has a black dial with three sub-dials, a black leather strap with perforations, and a stainless steel case. The watch is shown from a three-quarter perspective, highlighting its design.

Montblanc Boutiques: 119 New Bond Street · Royal Exchange  
Canary Wharf, Cabot Place · Harrods, The Great Writing Room · Westfield, White City  
Tel. (0)20 8743 1807

[END OF QUESTION PAPER]

## ACKNOWLEDGEMENTS

Section 2 Text A – Film poster, ‘Haywire’ is reproduced by kind permission of Alliance Films (UK) Limited (trading as Momentum Pictures). © Alliance Films (UK) Limited (trading as Momentum Pictures) 2011.

Section 2 Text A – Facebook logo on film poster.

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Section 2 Text A – YouTube logo on film poster.

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Section 2 Text B – Magazine cover – Front cover of *Trail Running* Magazine, Issue 40, October/November 2017.

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