



**X848/75/11**

**Media**

Duration — 2 hours

---

**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.

[BLANK PAGE]

DO NOT WRITE ON THIS PAGE

## 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. Media content uses genre conventions for a variety of different purposes.
  - (a) Describe the genre conventions of media content you have studied. 8
  - (b) Explain how these genre conventions achieve a particular purpose(s). 2
  
2. Representations in media content are created by language features such as camerawork, sound, lighting, font, costume, layout and so on.
  - (a) Describe **two** representations in media content you have studied. 2
  - (b) Explain in detail how language features have been used to create these representations. 10
  
3. Narrative is a key element of media content.  
Describe in detail the narrative structure and/or codes and/or conventions in media content you have studied. 10
  
4. The society in which media content is made and/or set can influence the content.  
Explain in detail how society factors have influenced media content you have studied. 8
  
5. Some media content meets the needs of audiences to be informed and/or educated.  
Explain in detail how this can be seen in media content you have studied. 10

[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

"AN IMMEDIATE CLASSIC...  
TRANSPORTING AND PROFOUND"  
★★★★★ ROBBIE COLLIN, THE TELEGRAPH ★★★★★ TIME OUT

FROM THE PRODUCERS OF  
12 YEARS A SLAVE  
AND  
MOONLIGHT  
AND ACCLAIMED DIRECTOR  
JAMES GRAY

CHARLIE HUNNAM ROBERT PATTINSON SIENNA MILLER TOM HOLLAND

THE LOST CITY OF Z

BASED ON THE INCREDIBLE TRUE STORY

IN CINEMAS MARCH 24

BASED ON THE BOOK BY DAVID GRANN, AVAILABLE ON DVD, Blu-ray, and Digital. WWW.LOSTCITYOFFILM.CO.UK

15 PARENTS STRONGLY CAUTIONED



SECTION 2 — TEXT B

Magazine cover

The cover of PlayStation Magazine Australia, Issue 147, June 2018. The background is a vibrant orange and yellow sunset. In the center, Lara Croft from Shadow of the Tomb Raider is shown in a dynamic pose, holding a bow and arrow. To her right, a character from The Walking Dead is visible. The PlayStation logo is at the top left, with PS4, PS4 Pro, PlayStation VR, and PS VITA logos to its right. The main title 'PlayStation' is in large white letters, with 'Official Magazine - Australia' below it. The issue number and price are listed on the left. A 'FORTNITE' section is highlighted on the left, and a 'THE WALKING DEAD' section is on the right. The main feature is 'SHADOW OF THE TOMB RAIDER' with a subtitle 'Floods, fights, & hidden fortunes! Exclusive access to Lara's red-hot return to PS4'. At the bottom left, there are sections for 'GOD OF WAR' and 'SPIDERMAN'. A barcode and issue number '06' are at the bottom right.

PS4 | PS4 Pro | PlayStation VR | PS VITA

ISSUE 147 JUNE 2018  
Australia \$14.95 New Zealand \$14.95  
gamesradar.com/opm

**PlayStation**®  
Official Magazine - Australia

**INSIDE**  
FORTNITE  
STAR HAN  
WALKING DEAD

**FORTNITE**  
FREE  
16-PAGE  
GUIDE

**THE WALKING DEAD**  
The zombie series  
gets the horror  
action game it  
deserves

WE'VE PLAYED IT!  
**SHADOW OF THE TOMB RAIDER**  
Floods, fights, & hidden fortunes!  
Exclusive access to Lara's red-hot return to PS4

REVIEWED  
**GOD OF WAR**  
The PS4 gets yet another stone cold classic

HANDS-ON  
**SPIDERMAN**  
Believe it: spidey won't let us down this time

06  
9 771834 380002



SECTION 2 — TEXT C

Advertisement

www.geepas.co.uk

**GEEPAS**  
For you. For life.

**15% OFF**

with code 'VEGGIE15'  
when you buy from our website

*Vibrant Living*

Discover our range of kitchen appliances to start cooking healthier today.

					
GSB44024UK	GSB44021UK	GHB43018UK	GSM43021UK	GSB44020UK	GHB43015UK

[END OF QUESTION PAPER]

[BLANK PAGE]

DO NOT WRITE ON THIS PAGE

*Acknowledgement of copyright*

Section 2 Text A — Film poster, “The Lost City of Z.”

**SQA has made every effort to trace the owners of copyright of this item and seek permissions. We are happy to discuss permission requirements and incorporate any missing acknowledgement. Please contact [question.papers@sqa.org.uk](mailto:question.papers@sqa.org.uk).**

Section 2 Text B — Magazine cover — Front cover of “Playstation Official Magazine, Australia.”

**SQA has made every effort to trace the owners of copyright of this item and seek permissions. We are happy to discuss permission requirements and incorporate any missing acknowledgement. Please contact [question.papers@sqa.org.uk](mailto:question.papers@sqa.org.uk).**

Section 2 Text B — Fortnite logo on magazine cover is reproduced by kind permission of Epic Games, Inc.

Section 2 Text C — Advertisement, “Geepas.”

**SQA has made every effort to trace the owners of copyright of this item and seek permissions. We are happy to discuss permission requirements and incorporate any missing acknowledgement. Please contact [question.papers@sqa.org.uk](mailto:question.papers@sqa.org.uk).**