

X848/75/11 Media

MONDAY, 28 APRIL 9:00 AM – 11:00 AM

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.





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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.	Genre conventions are a key feature of media content.	
	Describe in detail the genre conventions of media content you have studied.	10
2.	Some representations in media content make use of stereotypes and others challenge stereotypes.	
	Explain in detail how stereotypes are used and/or challenged in media content you have studied.	10
3.	Narratives in media texts are very carefully constructed.	
٥.	Describe in detail the narrative structure and/or codes and/or conventions in media	
	content you have studied.	10
4.	Producers of media content have to consider institutional factors such as budget, legal constraints, the effect of ownership and so on.	
	(a) Describe two institutional factors relevant to media content you have studied.	2
	(b) Explain in detail how institutional factors have affected media content you have	0
	studied.	8
5.	Most media content meets the needs of audiences to be educated, entertained and/	
J .	or informed.	
	Explain in detail how media content you have studied fulfils the role of meeting audience needs.	10

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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 10

SECTION 2 — TEXT A Film poster



Alicia Kit Taron Emily Hayley Colin Dominic Miranda
VIKANDER HARINGTON EGERTON WATSON ATWELL MORGAN with WEST and RICHARDSON

of YOUTH

BASED ON THE POWERFUL BEST-SELLING MEMOIR BY VERA BRITTAIN



WWW.TESTAMENTOFYOUTHMOVIE.COM WWW.SONYCLASSICS.COM INGENIOUS PROMONST THIS SONY PICTURES CLASSICS

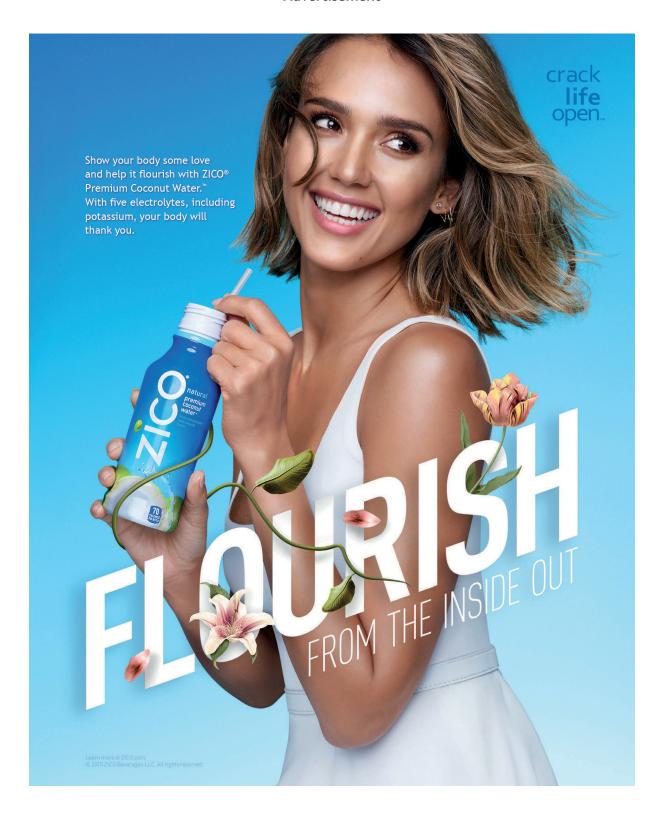
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SECTION 2 — TEXT B

Magazine cover



SECTION 2 — TEXT C Advertisement



[END OF QUESTION PAPER]

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Section 2 Text B — Magazine cover, 'The Week Junior: Science and Nature', April 2024 Issue 73. Reproduced by permission of Future Publishing Ltd.

Section 2 Text C — Advertisement, 'ZICO Premium Coconut Water.'

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