



National
Qualifications
2025

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.
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 studied. **8**

5. Most media content meets the needs of audiences to be educated, entertained and/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

SECTION 2 — TEXT A

Film poster



DIVIDED BY WAR.

UNITED BY LOVE.

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

TESTAMENT *of* YOUTH

BASED ON THE POWERFUL BEST-SELLING MEMOIR BY VERA BRITTAIN



A SONY PICTURES CLASSICS RELEASE BBC FILMS HEYDAY FILMS SCREEN YORKSHIRE and BFI present in association with HOTWELLS PRODUCTIONS NORDISK FILM PRODUCTION and LIPSYNC a HEYDAY FILMS production ALICIA VIKANDER KIT HARINGTON TARON EGERTON EMILY WATSON HAYLEY ATWELL COLIN MORGAN JOANNA SCANLAN ANNA CHANCELLOR ALEXANDRA ROACH "TESTAMENT OF YOUTH" with DOMINIC WEST and MIRANDA RICHARDSON casting director LUCY BEVAN music by MAX RICHTER make-up & hair designer CHRISTINE WALMESLEY-COTHAM costume designer CONSOLATA BOYLE editor LUCIA ZUCCHETTI, ACE production designer JON HENSON director of photography ROB HARDY, BSC co-producer CELIA DUVAL executive producers CHRISTINE LANGAN JOE OPPENHEIMER HUGO HEPELL ZYGI KAMASA RICHARD MANSELL based on the book by VERA BRITTAIN screenplay by JULIETTE TOWHIDI produced by DAVID HEYMAN and ROSIE ALISON directed by JAMES KENT





SECTION 2 — TEXT C

Advertisement

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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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