



National
Qualifications
2026

X848/75/11

Media

WEDNESDAY, 29 APRIL

12:30 PM – 2:30 PM

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

Attempt the question.

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.

You must leave your answer booklet on your desk; if you do not, you could lose all the marks for this paper.



* X 8 4 8 7 5 1 1 *

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. Representations in media content reflect the ideas and/or attitudes of their producers in the way they represent people and/or places.
 - (a) Describe in detail how representations have been constructed in media content you have studied. 8
 - (b) Explain how these representations reflect the ideas and/or attitudes of the producers of the media content. 2

2. Producers of media texts choose language features carefully to create a specific tone such as excitement, fear, sadness and so on.
 - (a) Describe **at least one** example of tone in media content you have studied. 2
 - (b) Explain in detail how technical and/or cultural codes are used to create tone. 8

3. Producers of media texts consider narrative very carefully.
Describe in detail the narrative structure and/or codes and/or conventions in media content you have studied. 10

4. Audiences can react to the same media content in different ways.
 - (a) Describe **two** audience reactions to media content you have studied. 2
 - (b) Explain in detail how the media content has created these reactions. 8

5. Media content can influence attitudes and behaviour, both intentionally and unintentionally.
 - (a) Describe attitudes and/or behaviour that can be influenced by media content you have studied. 2
 - (b) Explain in detail how the media content influences attitudes and/or behaviour, whether intentionally or unintentionally. 8

[Turn over for Section 2]

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SECTION 2 — ANALYSIS OF A MEDIA TEXT — 10 marks

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 the film poster on *page 05*.

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

Film poster

This image has been removed for copyright purposes but can be accessed by following this link
http://www.impawards.com/1999/star_wars_episode_one_the_phantom_menace_ver2.html

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