



National
Qualifications
2023 MODIFIED

X848/76/11

**Media:
Analysis of media content**

FRIDAY, 19 MAY
9:00 AM – 10:45 AM

Total marks — 30

SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT — 20 marks

Attempt EITHER Question 1 OR Question 2.

SECTION 2 — ANALYSIS OF MEDIA TEXTS — 10 marks

Select **ONE PAIR** from the following media texts:

Pair A — Film posters (*pages 04–05*)

OR

Pair B — Magazine covers (*pages 06–07*)

OR

Pair C — Advertisements (*pages 08–09*)

and attempt the question on *page 03*.

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 6 1 1 *

SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT — 20 marks

You may refer to one or more than one media text in your response.

Attempt EITHER Question 1 OR Question 2.

1. Internal and/or external institutional factors influence the ways that key aspects such as narrative and/or representations and/or language are used in media content.

Analyse how this statement applies to media content you have studied. In your response you must:

- (a) give detailed information about internal and/or external institutional factors and how they have influenced the media content 10
- (b) analyse how narrative and/or representations and/or language have been influenced by institutional factors. 10

OR

2. The use of categories (such as genre, purpose, tone or style) in media content can be influenced by society factors. Categories can also be influenced by the audience(s) being targeted, although not all audiences will respond in the same way.

Analyse how this statement applies to media content you have studied. In your response you must:

- (a) analyse the use of categories in the media content 10
- (b) analyse society and/or audience factors in relation to categories. 10

SECTION 2 — ANALYSIS OF MEDIA TEXTS — 10 marks

Select **ONE PAIR** from the following media texts:

PAIR A — Film posters (*pages 04–05*)

OR

PAIR B — Magazine covers (*pages 06–07*)

OR

PAIR C — Advertisements (*pages 08–09*)

and attempt the question below.

Write the letter of your chosen pair of texts (A, B or C) in the margin.

3. Analyse in detail how relevant key aspects of media literacy have been used in similar and/or different ways in your chosen pair of media texts. You must make reference to both texts.

In your answer you must make at least **five** developed points of analysis, and refer to at least **two** of the following key aspects:

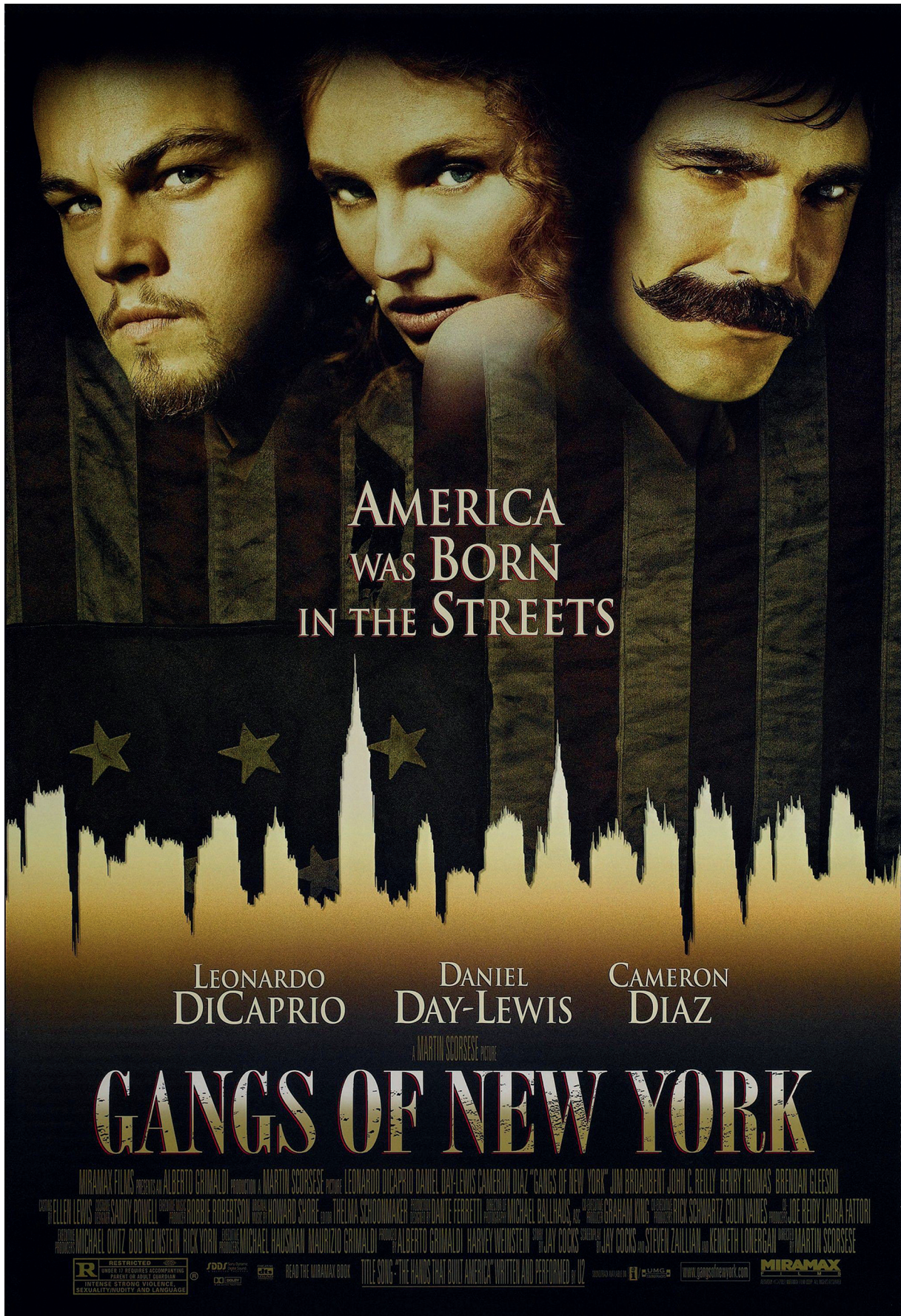
- language
- representation
- categories
- narrative
- audience
- institutions
- society.

10

[Turn over

SECTION 2 — Pair A

Film posters



SECTION 2 — Pair A

Film posters



Pampering salon beauty treats

womanandhome.com

woman & home

AUGUST 2021 £4.99

Look after
YOU

- + Simple meditation
- + Emotional reboot
- + Time for friends

CLAUDIA WINKLEMAN
on social media,
the truth about
Strictly and
turning 50

20% OFF
JOHN MASTERS
ORGANICS
£12 OFF
MOLTON BROWN
GIFT SET
T&Cs apply

SHOP THE ISSUE
with your phone
+ EASY + QUICK + CLEVER
FIND OUT MORE INSIDE

VITAMIN DEFICIENCY
SPOT THE SIGNS
+ GET IT SORTED

SMART DINNER PARTY IDEAS & SWEET TREATS

ECO FASHION FOCUS
Rising stars and big brands doing their bit

10 PAGES **W&H SPECIAL**
Ultimate
SKINCARE
BUDGET TO LUXE
+ Skin quenchers
+ Scientific serums
+ Eye creams that really work
AND MORE!

Feeling
HOT! HOT! HOT!

Let's kick back, relax
& have some summer fun

SECTION 2 — Pair B
Magazine covers

GRAZIA

SIMONE BILES
HOW SHE'S REDEFINED SUCCESS

MENTAL HEALTH
FRANKIE BRIDGE
EXPLODES THE MOTHERHOOD MYTH

THE LONELINESS EPIDEMIC
'I'M PART OF GENERATION NO FRIENDS'

HOW TO STYLE SUMMER
The no-fuss looks and tricks to see you through

28
DRAMA-FREE HAIR HEROES
HACKS FROM THE EXPERTS

THEY'RE BACK!
SEX AND THE CITY REBOOTED
Inside the fashion, flings and friendships

ISSUE 810
23 AUG 2021
E2.75 SPAIN €4.45 GREECE €4.75
9 771745 956099 32 >

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SECTION 2 — Pair C
Advertisements



When your
sneezes rock
the boat

you may be
muddling through
allergies



Stick with the consistent allergy relief of ZYRTEC®
ZYRTEC® starts working hard at hour one. It works twice as hard
when you take it again the next day and stays strong day after day.

*Starts working at hour 1. Use only as directed.

SECTION 2 — Pair C
Advertisements

PROTECT THE FUN™

BANANA BOAT

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THE BEST FUN ON EARTH NEEDS PROTECTION THAT YOU CAN TRUST.
BANANA BOAT SUNSCREEN LASTS AS LONG AS THE FUN DOES.

Reapply as directed on product label.

REEF FRIENDLY
No Oxybenzone or Octinoxate

BANANA BOAT SPORT ultra 50+
CLINICALLY PROVEN WATER RESISTANT

BANANA BOAT KIDS mineral foam 50+
BERRY BLAST

BANANA BOAT baby mineral 50+
PERFUME-FREE

BANANA BOAT KIDS SPORT 50+
POWERSTAY TECHNOLOGY

[END OF QUESTION PAPER]

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