



National
Qualifications
2025

X848/76/11

**Media:
Analysis of media content**

TUESDAY, 13 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.



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. Media content targets audiences through the use of language and/or categories and/or narrative. Audiences can respond in different ways to the use of these key aspects.

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

- | | |
|--|----|
| (a) analyse audience targeting and/or responses in media content you have studied | 10 |
| (b) analyse language and/or categories and/or narrative in relation to audience in media content you have studied. | 10 |

OR

2. Representations in media content can be influenced by society factors and/or institutional factors.

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

- | | |
|---|----|
| (a) analyse representations in media content you have studied | 10 |
| (b) analyse how society factors and/or institutional factors have influenced these representations. | 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

This image has been removed for copyright purposes but can be accessed by following this link

<https://image.tmdb.org/t/p/original/bvqLJ97Ea0HS4d8SyJgXlwMCHNE.jpg>



YOUR GUIDE TO GETTING FITTER, FASTER AND STRONGER

Men's Fitness

UK EDITION

TRAIN LIKE ADAM PEATY

The winning gym blueprint for power and strength

**HOW TO SKIP
YOUR WAY
TO FITNESS
& FAT LOSS**

SCULPT YOUR ABS!

Tackle our killer core circuit p82

4

**DAILY
MOBILITY
STRETCHES**

THE MONT BLANC MONSTER

What makes UTMB the most iconic ultramarathon on the planet

GET FIT FOR HYROX

Build race-ready endurance p90

**SUMMER
RECIPES**

**FROM CHEF
CHRIS BABER**



woman&home

HOW TO GET THE WELLNESS HABIT

Feel Good You

OCTOBER 2022

EAT WELL
lose weight
on our eco-friendly eating plan

W&H EXPERTS
STRESS LESS
+ Clever calming tips
+ CBD bargain buys
+ New online therapies

W&H
SAVE £120
WITH THIS ISSUE
FREE FITNESS BOOK
worth £9.99 see p70
LUXURY BEAUTY TREATS
Save £110
see p52 & p52
T&Cs apply to all offers

BEAUTY REFRESH
Younger, clearer skin
SORTED!

BEST HAIR EVER
Less frizz, more shine

GET HAPPY!

Blast into an awesome autumn

FUTURE

[Turn over

SECTION 2 — Pair C
Advertisements

SAMSUNG

Be Adventurous with Water Resistance



Water Resistance

Samsung GALAXY S5


- Go on any adventure anytime with IP67 rating for dust and water protection
- Capture action in a flash with the advanced camera and Fast Auto Focus
- Keep track of your performance with S Health and built-in Heart Rate Monitor



e WARRANTY SAMSUNG
Register At Purchase*

Ensure your e-warranty is registered by your dealer.

Samsung Malaysia Electronics (SMD) Sdn. Bhd. (629186-D)
www.samsung.com/my

 [samsungmobilemalaysia](https://www.facebook.com/samsungmobilemalaysia)

Samsung Careline: **1800-88-9999** Mon-Sun: 9am - 7pm (Except Public Holidays)

SECTION 2 — Pair C
Advertisements

The advertisement features a large Samsung Galaxy Mega 2 smartphone as the central focus. The screen displays the game Clash Royale, showing a battle between various characters like the Barbarian King, Archer Queen, and Golem. The phone is tilted, and the game characters appear to be emerging from the screen onto a blue, cloud-like surface. Above the phone, a red hot air balloon with a skeleton pilot floats. To the right, a large, fiery explosion or fireball is visible. The background is a soft, out-of-focus indoor setting.

BIGGER WINS

Samsung GALAXY MEGA 2

Get an improved larger-than-life experience in your palm with the new Samsung GALAXY Mega 2 that comes with the latest Android KitKat 4.4 OS


- Enhanced gaming performance with powerful Quad Core 1.5 GHz processor
- Enjoy vivid graphics and a wider viewing experience with 6" HD TFT display
- Get longer gaming time by minimising battery consumption with Ultra Power Saving Mode

RRP: RM 1299
Available in black & white

SAMSUNG

WARRANTY SAMSUNG Register At Purchase *
Ensure your e-warranty is registered by your dealer.

Samsung Malaysia Electronics (SME) Sdn. Bhd. (629186-D)
www.samsung.com/my

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Samsung Careline: 1800-88-9999 Mon-Sun: 9am - 7pm (Except Public Holidays)

[END OF QUESTION PAPER]

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Acknowledgement of copyright

Section 2 Pair A – Film Poster, “I Am Legend.”

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Section 2 Pair A – Film Poster, “World War Z”

Film Poster removed due to copyright issues.

Section 2 Pair B – Magazine Cover, “Men’s Fitness – UK Edition.”

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Section 2 Pair B – Magazine Cover, “Woman & Home – Feel Good You,” October 2022. Reproduced by permission of Future Publishing Ltd.

Section 2 Pair C – Advertisement, “Samsung Galaxy S5 mobile phone.”

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Section 2 Pair C – Advertisement, “Samsung Galaxy Mega 2 mobile phone.”

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