

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.



10

10

10

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

Attempt EITHER Question 1 OR Question 2.

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

OR

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

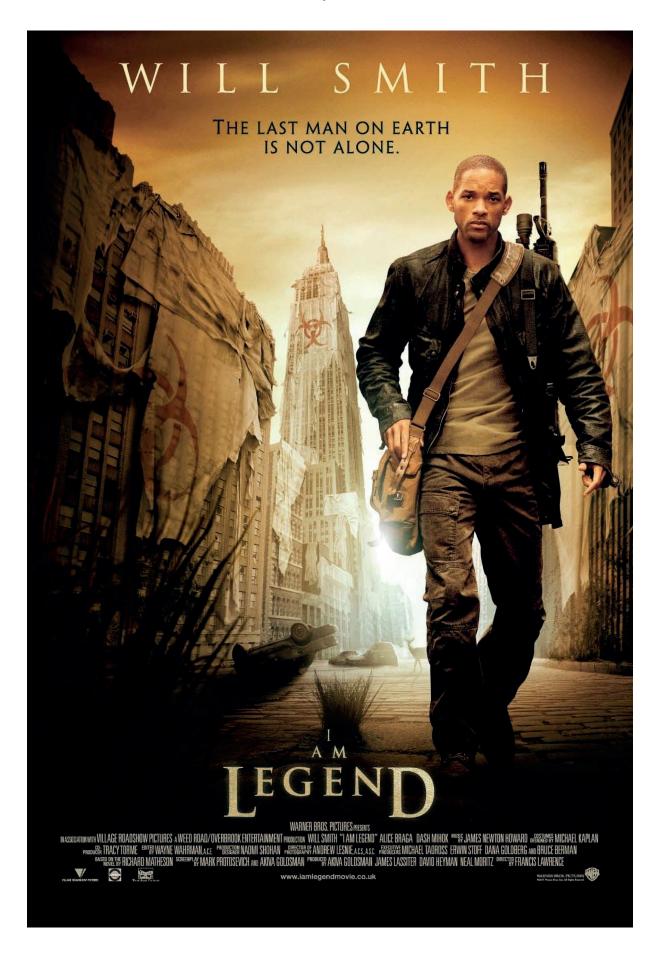
Analyse how this statement applies to media content you have studied. In your response you should:

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

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 	0

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SECTION 2 — Pair A Film posters

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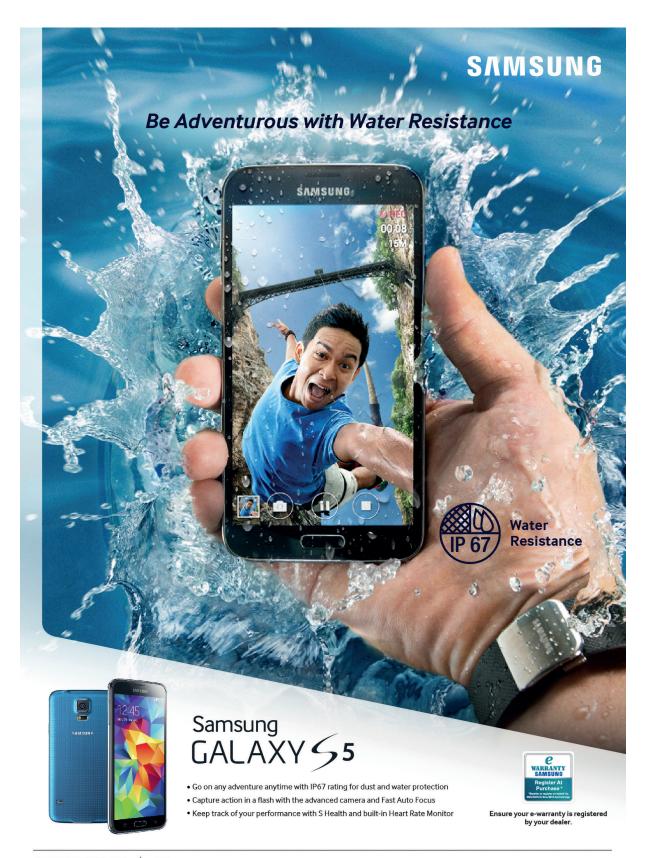
page 05 [Turn over





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SECTION 2 — Pair C Advertisements



SECTION 2 — Pair C Advertisements



Samsung Malaysia Electronics (SME) Sdn. Bhd. (629186 D)

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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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