



National
Qualifications
2026

X848/76/11

**Media:
Analysis of media content**

WEDNESDAY, 29 APRIL

12:30 PM – 2:15 PM

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

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.



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 categories 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 should:

- | | |
|---|----|
| (a) give detailed information about institutional factors and how they have influenced the media content | 10 |
| (b) analyse how categories and/or representation and/or language have been influenced by institutional factors. | 10 |

OR

2. Narrative in media content can be influenced by society factors. Narrative 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 should:

- | | |
|--|----|
| (a) analyse the ways in which narrative structures, codes and/or conventions have been used in the media content | 10 |
| (b) analyse society and/or audience factors in relation to narrative. | 10 |

SECTION 2 — ANALYSIS OF MEDIA TEXTS — 10 marks

3. Analyse in detail how relevant key aspects of media literacy have been used in similar and/or different ways in the pair of film posters on pages 04 and 05. 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
Film posters



SECTION 2
Film posters

SAOIRSE RONAN EMMA WATSON FLORENCE PUGH ELIZA SCANLEN LAURA DERN TIMOTHÉE CHALAMET AND MERYL STREEP

FROM
GRETA GERWIG
THE WRITER AND DIRECTOR OF
LADY BIRD

LITTLE WOMEN
OWN YOUR STORY

COLUMBIA PICTURES AND REGENCY ENTERPRISES PRESENT A PASCAL PICTURES PRODUCTION A FILM BY GRETA GERWIG "LITTLE WOMEN" TRACY LETTS BOB OCKENFINK JAMES NORTON LOUIS GARREL WITH CHRIS COOPER
ALEXANDRE DESPLAT MUSIC BY JACQUELINE DURRAN COSTUME DESIGNER NICK ROYCE EXECUTIVE PRODUCERS JESS GONCHON PRODUCED BY THOMAS DE SARDY WRITTEN BY ADAM MERRINS DIRECTED BY GRETA GERWIG
CASTING BY MARY PASCAL EDITOR DI NOVI EXECUTIVE PRODUCERS ROBIN SWICORD PRODUCED BY MARY PASCAL
CHRISTMAS
LITTLEWOMEN.MOVIE #LittleWomenMovie
SONY PICTURES CLASSICS

[END OF QUESTION PAPER]

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Section 2 Pair A – Film Poster, ‘Hanna’

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Section 2 Pair A – Film Poster, ‘Little Women’

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