



National  
Qualifications  
2017

**X748/76/11**

**Media**

WEDNESDAY, 10 MAY

9:00 AM – 11:00 AM

**Total marks — 50**

Attempt ALL questions.

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 7 4 8 7 6 1 1 \*

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It is recommended that the examples of media content you use in response to Question one are different from the examples of media content you use in response to Question two.

**1. Media Content in Context**

It could be argued that ideas within a society are reflected in representations and other aspects of media content.

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

- (a) give detailed information about ideas in society which are reflected in the media content; 10
- (b) analyse how representations reflect these ideas; 10
- (c) analyse how categories and/or narrative and/or language codes reflect these ideas. 10

**2. The Role of Media**

Producers of media content often claim that their main intention is to meet the need for entertainment, education and/or information. However, they are frequently criticised for being driven mainly by profit or promotion.

Discuss this with reference to media content you have studied. In your response you must:

- (a) give detailed information or ideas about the role(s) of media referenced above, and discuss this by giving some opinions, arguments or conclusions about it; 10
- (b) give specific examples from media content which illustrate your information, your ideas or your discussion. 10

[END OF QUESTION PAPER]