



National  
Qualifications  
2018

**X748/76/11**

**Media**

THURSDAY, 10 MAY  
9:00 AM – 11:00 AM

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**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 \*

Total marks — 50  
Attempt ALL questions

It is recommended that the examples of media content you use in response to question 1 are different from the examples of media content you use in response to question 2.

**1. Media Content in Context**

Audience responses can be influenced by the way categories and other aspects of media content are used.

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

- (a) analyse how different audiences could respond to the media content; 10
- (b) analyse how categories could influence these audience responses; 10
- (c) analyse how narrative and/or language and/or representations could also influence these audience responses. 10

**2. The Role of Media**

It could be argued that the production of media content is motivated by specific purposes such as profit. However, there can be other motivations such as promotion and/or public service.

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]