



X848/76/12

**Media:
The role of media**

Duration — 1 hour

Total marks — 20

Attempt the question.

Write your answers clearly in the answer booklet provided.

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.



THE ROLE OF MEDIA — 20 marks

Attempt the question

It is recommended that the examples of media content you use in response to this task are different from the examples of media content you used in response to the tasks in the *Analysis of media content* paper.

The role of media

Behaviours and/or attitudes of audiences can be influenced by media content. Often producers of media content intend to influence audiences; however, sometimes the influence is unintentional.

Discuss this with reference to media content you have studied.

In your response you must discuss the point of view referenced above by:

- giving detailed information or ideas about the role(s) of media referenced above.
- giving specific examples from media content which illustrate the information/ideas and your discussion.
- commenting on these examples and relating these to your discussion.
- drawing at least one conclusion which provides judgement in relation to the question.

[END OF QUESTION PAPER]