



National
Qualifications
2026

X848/76/12

**Media:
The role of media**

WEDNESDAY, 29 APRIL

2:45 PM – 3:45 PM

Total marks — 20

Attempt the question.

Write your answer clearly in the answer booklet provided.

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.



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 task in the *Analysis of media content paper*.

The role of media

Media content can influence the attitudes and/or behaviours of the audience. This influence is often intended to help the content meet the particular purposes of promotion, profit or public service. However, some media content can also have unintentional influences on the audience.

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]