

National Qualifications 2019

X848/76/11

# Media: Analysis of media content

MONDAY, 20 MAY 9:00 AM – 11:15 AM

Total marks — 50

SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT — 40 marks

Attempt ALL questions.

SECTION 2 — ANALYSIS OF MEDIA TEXTS — 10 marks

Select **ONE PAIR** from the following media texts:

Pair A — Film posters (pages 04–05)

or

Pair B — Magazine covers (pages 06–07)

or

Pair C — Advertisements (pages 08–09)

and attempt the question on page 03.

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.





## SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT— 40 marks Attempt ALL questions

You may refer to one or more than one media text in your response to questions 1 and 2.

1. Institutional factors can have a significant influence on categories and/or language and/or narrative.

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

- (a) give details of how internal and/or external institutional factors have influenced the media content
- (b) analyse how categories and/or language and/or narrative have been influenced by institutional factors.

10

10

10

2. Representations can be influenced by the society in which the media content is made and/or set. They 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 must:

- (a) analyse representations in the media content
- (b) analyse representations in relation to the context(s) of society and/or audience. **10**

### SECTION 2 — ANALYSIS OF MEDIA TEXTS — 10 marks

Select **ONE PAIR** from the following media texts:

PAIR A — Film posters (pages 04–05)

or

PAIR B — Magazine covers (pages 06–07)

or

PAIR C — Advertisements (pages 08–09)

and attempt the question below.

Write the letter of your chosen pair of texts (A, B or C) in the margin.

**3.** Analyse in detail how relevant key aspects of media literacy have been used in similar and/or different ways in your chosen pair of media texts. You must make reference to both texts.

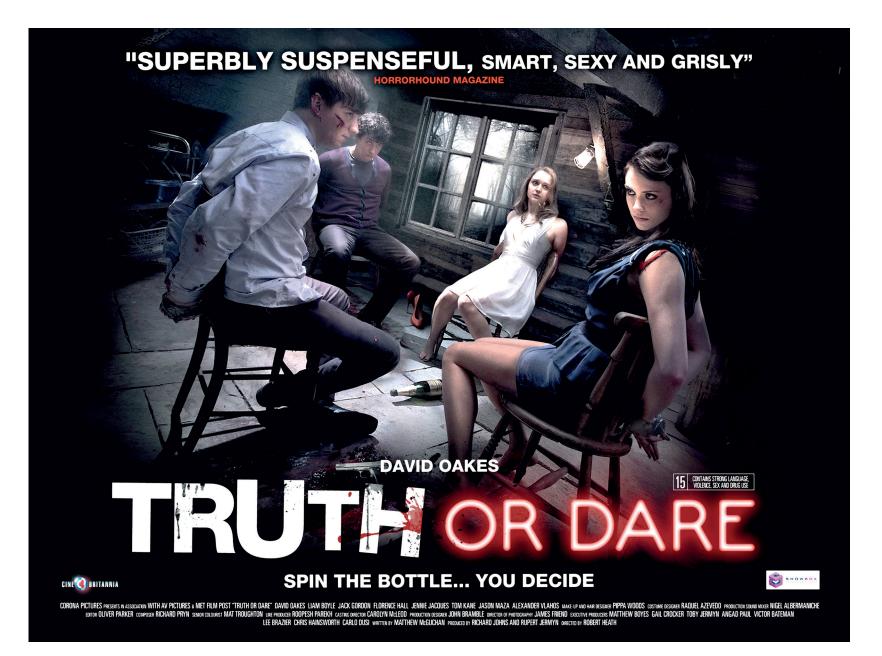
In your answer you must make at least **five** developed points of analysis, and refer to at least **two** of the following key aspects:

- language
- representation
- categories
- narrative
- audience
- institutions
- society

10



SECTION 2 — Pair A Film posters



page 05

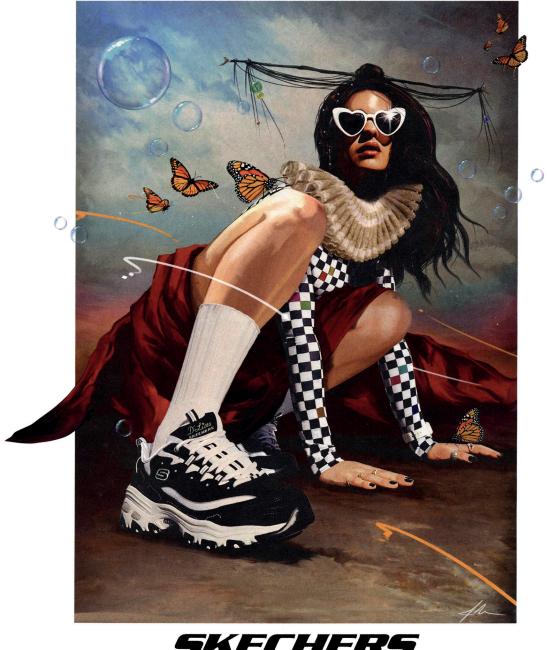
SECTION 2 — Pair B Magazine covers





[Turn over

SECTION 2 — Pair C Advertisements





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National Qualifications 2019

X848/76/12

# Media: The role of media

MONDAY, 20 MAY 1:00 PM - 2:00 PM

Total marks — 20

Attempt the question.

Write your answer 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

Media content is often criticised for influencing attitudes and/or behaviour, whether intentionally or unintentionally. The producers of the content, however, may argue that they are simply meeting audience needs.

Discuss this with reference to media content you have studied.

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

- giving detailed information and/or ideas about the role(s) of media referenced above
- giving specific examples from media content which illustrate the information and/or 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]