



National  
Qualifications  
2024

**X848/75/11**

**Media**

MONDAY, 22 APRIL

9:00 AM – 11:00 AM

**Total marks — 60**

**SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT — 50 marks**

Attempt ALL questions.

**SECTION 2 — ANALYSIS OF A MEDIA TEXT — 10 marks**

Choose **ONE** of the following media texts:

Text A — Film poster (page 05)

or

Text B — Magazine cover (page 06)

or

Text C — Advertisement (page 07)

and attempt the question on page 04.

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 8 4 8 7 5 1 1 \*

[BLANK PAGE]

DO NOT WRITE ON THIS PAGE

## SECTION 1 — ANALYSIS OF MEDIA CONTENT IN CONTEXT — 50 marks

Attempt ALL questions

You may refer to the same or different media texts in your response to each question.

1. Language features such as technical and cultural codes in media content are used to create meaning.  
Explain how the producers used language codes to create meaning in media content you have studied. You could refer to how language codes help to develop representation, tone or any other aspect of the media content. 10
  
2. Narratives in media content are carefully constructed.  
Describe in detail the narrative structures and/or codes and/or conventions of media content you have studied. 10
  
3. Producers create media content to target particular audiences.
  - (a) Describe **one or more** target audience(s) of media content you have studied. 2
  - (b) Explain in detail how the media content targets these audiences. 8
  
4. Media content is influenced by factors in society from the time and place in which it is produced and/or set.
  - (a) Describe **one or more** society factor(s) that has affected media content you have studied. 2
  - (b) Explain in detail how society factor(s) have influenced media content you have studied. 8
  
5. One role of the media is to achieve particular purposes such as profit, promotion and/or public service.  
Explain in detail how this can be seen in media content you have studied. 10

[Turn over

## SECTION 2 — ANALYSIS OF A MEDIA TEXT — 10 marks

Select ONE text

Select **ONE** of the following media texts:

Text A — Film poster (page 05)

or

Text B — Magazine cover (page 06)

or

Text C — Advertisement (page 07)

and attempt the question below.

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

6. Media texts are made with particular purposes and for specific audiences. With reference to purpose and/or audience, explain in detail how relevant key aspects of media literacy have been used in your chosen media text.

In your answer you must refer to at least **two** of the following key aspects in relation to purpose and/or audience:

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

SECTION 2 — TEXT A

Film poster



SECTION 2 — TEXT B

Magazine cover

**MBAPPE • DE BRUYNE • RAMOS • MANCINI • MOUNT**

# Four Four Two

**RONALDO**  
Are Portugal better off... without him?

**SOUCEK**  
"England won't scare us this time"

# EURO 2020

**THE WAIT IS OVER**

The stars are ready – and finally they've got an audience to wow

**EXCLUSIVE ROBERTO MARTINEZ**  
"Belgian players have their very own special secret"

**FUTURE**

The magazine cover features a central image of Kylian Mbappe in a France jersey with his arms raised. Surrounding him are other players from various teams, including Cristiano Ronaldo, Erling Haaland, and Robert Lewandowski. The background is a vibrant blue and red. The headline 'Four Four Two' is written in large white letters across the top. Below it, the text 'EURO 2020' is written in large white letters on a red background. The phrase 'THE WAIT IS OVER' is written in white on a black background. At the bottom, there is a red banner with the text 'The stars are ready – and finally they've got an audience to wow'. Below this, the text 'EXCLUSIVE ROBERTO MARTINEZ' is written in white on a black background, followed by a quote: '"Belgian players have their very own special secret"'. In the bottom right corner, there is a small logo for 'FUTURE'.

SECTION 2 — TEXT C

Advertisement



[END OF QUESTION PAPER]

[BLANK PAGE]

DO NOT WRITE ON THIS PAGE

*Acknowledgement of copyright*

Section 2 Text A – Film poster, “Hobbs and Shaw”.

SQA has made every effort to trace the owners of copyright of this item and seek permissions. We are happy to discuss permission requirements and incorporate any missing acknowledgement. Please contact [question.papers@sqa.org.uk](mailto:question.papers@sqa.org.uk).

Section 2 Text B – Magazine cover, “Four Four Two,” Summer 2021.

SQA has made every effort to trace the owners of copyright of this item and seek permissions. We are happy to discuss permission requirements and incorporate any missing acknowledgement. Please contact [question.papers@sqa.org.uk](mailto:question.papers@sqa.org.uk).

Section 2 Text C – Advertisement, “Tag Heuer.”

SQA has made every effort to trace the owners of copyright of this item and seek permissions. We are happy to discuss permission requirements and incorporate any missing acknowledgement. Please contact [question.papers@sqa.org.uk](mailto:question.papers@sqa.org.uk).

Section 2 Text C – Logos – “Netflix” and “The Gray Man”

SQA has made every effort to trace the owners of copyright of this item and seek permissions. We are happy to discuss permission requirements and incorporate any missing acknowledgement. Please contact [question.papers@sqa.org.uk](mailto:question.papers@sqa.org.uk).