**Higher Analysing Media Content Question Combinations**

**Categories**

1. a) Describe and explain the use of categories in media content you have studied. 10 marks
2. Explain how the use of these categories has been influenced by audience. 10 marks
3. Explain how the use of these categories has been influenced by institutions and/or society contexts. 10 marks

**Representations**

1. a) Describe and explain representations made in media content you have studied. 10 marks
2. Explain how these representations have been influenced by audience. 10 marks
3. Explain how these representations have been influenced by institutions and/or society contexts. 10 marks

**Language**

1. a) Describe and explain language (technical and cultural) that has been used to create meaning in media content you have studied. 10 marks
2. Explain how the use of language has been influenced by audience. 10 marks
3. Explain how the use of language has been influenced by institutions and/or society contexts. 10 marks

**Narrative**

1. a) Describe and explain the narrative codes and conventions seen in media content you have studied. 10 marks
2. Explain how these narrative codes and conventions/structures have been affected by audience. 10 marks
3. Explain how these narrative codes and conventions/structures have been affected by institutions and/or society contexts. 10 marks

**This is the finite combination you could be asked for Higher Media BUT it may ask you about the CONTEXT-based aspect first so instead of:**

1. a) Describe and explain the use of categories in media content you have studied. 10 marks
2. Explain how the use of these categories has been influenced by institutions and/or society contexts. 10 marks

**It may be worded as:**

1. a) Describe and explain society contexts that can be seen in media content you have studied. 10 marks

b) Explain how these society contexts have been influenced by the use of categories. 10 marks

**You are still going to write using the same content but just in a different order. So – DO NOT PANIC.**

**Higher Role of Media Question Combinations**

For all of the below questions, candidates must:

Discuss statements made in the question 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.

All questions are worth 20 marks.

1. Media content is often criticised for being intrusive and influencing society’s behaviour and attitudes. However, media makers often defend themselves and their products by saying they are merely meeting the needs of the audience.
2. The media is consistently criticised as being intrusive, out of control, or problematic in some other way. Often, the response from the media is that it is simply fulfilling its role of meeting the needs of its audiences.
3. It could be argued that the production of media content is motivated by specific purposes or needs such as profit or entertainment. However, there can be other motivations such as promotion, education and/or public service.
4. Producers of media content often claim that their main intention is to meet the need for entertainment, education and/or information. However, they are frequently criticised for being driven mainly by profit or promotion.
5. Media content can influence behaviour and attitudes. At times this is the intention of the producers; at other times it is an unintended consequence.
6. All media content can be described as having been constructed to meet a particular purpose or need. In some content there may be one, obvious purpose; in other content there may be several purposes, some quite subtle.
7. Media content should just be about meeting needs of the audiences they serve. However, some argue that it is impossible to ignore the fact that media content influences the way society behaves and thinks.
8. It can be argued that makers of media content are trying to promote their own agenda about a particular subject or movement. However, it could also be said they are just trying to make a profit through entertainment.
9. Media content can be said to be about meeting the needs of their audiences. However, it can also be said that makers of media content are actually reaching to achieve other purposes such as profit, promotion or public service.
10. Producers of media content often argue that they are unfairly picked on as making comments on or taking advantage of real-life situations. They say they are merely just creating content to entertain, inform or educate.