

X210/701

NATIONAL
QUALIFICATIONS
2010

WEDNESDAY, 26 MAY
1.00 PM – 3.00 PM

MEDIA STUDIES
ADVANCED HIGHER

There are two sections in this paper:

Section 1 — Media Analysis

Section 2 — Media Production

Candidates should attempt **one** question from **each** section.



SECTION 1
MEDIA ANALYSIS

Attempt only ONE question from this Section.

Your answer should be in the form of an essay OR extended response which must answer the question asked.

You should spend approximately ONE hour on this Section.

1. Analyse the **codes and conventions** of **one** media text you have studied by applying and justifying the analytical method(s) you find most appropriate. **(35)**

2. Changes in technology are shifting control from producers to consumers.
Discuss this statement by analysing **at least one** media text with which you are familiar, using the analytical method(s) of your choice. **(35)**

SECTION 2
MEDIA PRODUCTION

Attempt only ONE question from this Section.

Your answer must be in a format appropriate to the question, such as:

an essay

OR

a written explanation including, for example, diagrams, storyboard, script layout or any other method of communication you feel is appropriate.

You will not be marked on the quality of your artwork.

You should spend approximately ONE hour on this Section.

1. Read the following passage carefully.

Sometimes [my mother] took me to the sands, west of the village, where the gloomy ruins of Newark, a seventeenth-century castle, stood on the cliff edge, towering over the rocks below. One blue day I left her on the beach in her light summer dress and climbed up to the castle by the back route, the safe grassy bank, to play among the ruins. What had been the great hall was now a gaunt shell, grass-grown and open to the sky, and the walls were gone that kept you from one false step to a hundred-foot drop to rocks and sea and certain death. Flying around up there, my Spitfire wings outspread, dogfighting madly, blindly, I halted at the beetling edge just in time to see my mother, standing far below, one hand over her mouth and the other arm extended, as if to touch me. I waved to her and she waved back, beckoning me down to the beach.

She took my face seriously in her hands.

“You have to be more careful, Kiffer. If those children hadn’t been dancing round you, you’d have gone right over the edge.”

“What children,” I asked, astonished [. . .]

Thirty years later I picked up a copy of Sibbald’s *Bygone Fife*, in a second-hand Edinburgh bookshop and dipped into the history of Newark Castle. There was talk of youngsters, six of them. At one time, the author said, the hall must have rung to the sound of children’s laughter. I had the sudden terrifying sensation of falling through space, and the bookseller ran to steady me and to offer me a glass of water.

“You look as if you’ve seen a ghost,” he said.

Hellfire and Herring, Christopher Rush: pp 72 – 73

Using the above passage as your stimulus, show how you would prepare a treatment for a medium with which you are familiar.

Your treatment should:

- identify and justify whether your product is fictional or non-fictional
- analyse and justify the medium you would use
- analyse and justify the target audience(s)
- analyse and justify the content and style of the product
- identify and analyse difficulties you might meet and how these might be overcome.

You must cover all the points above. However, some may require a longer response than others.

Remember you must demonstrate your knowledge and understanding of **production processes**. **(35)**

2. Discuss how an understanding of your target audience(s) affected the decisions you made during the Production Unit. **(35)**

[END OF QUESTION PAPER]

ACKNOWLEDGEMENTS

Section 2 Question 1—Extract is adapted from Pages 72–73 of *Hellfire and Herring: A Childhood Remembered* by Christopher Rush. ISBN 978 1 86197 974 2. Published by Profile Books Ltd. Reproduced by permission of Profile Books Ltd.