

# **X210/701**

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NATIONAL  
QUALIFICATIONS  
2011

TUESDAY, 7 JUNE  
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.**

*Marks*

**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. Choose **at least one** method of analysis you feel most appropriate in analysing the **narrative** of **at least one** media text. Justify your choice of method by close reference to your selected text. **(35)**

2. Every medium has its pros and cons.

Discuss this statement, by analysing the characteristics of the medium/media of **at least one** text, using **at least one** method of analysis. **(35)**

**SECTION 2**  
**MEDIA PRODUCTION**

*Marks*

**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 article about rock climbing in Scotland and the debate over the fixing of permanent climbing bolts.

**BOLT WAR ERUPTS IN GLEN LEDNOCK**

In the late 1980s, when rock climbing as a sport developed, there were differences of opinion regarding the use of permanent climbing bolts fixed to the rocks in the glens and mountains of Scotland. This led to a cycle of bolts being chopped, replaced and chopped again. The Mountaineering Council of Scotland acted on calls for a debate and this led to a “Bolt Policy”—guidance which suggested limiting sport climbing to new, low-lying (excluding sea cliffs), unprotectable, high grade standard routes/crags.

The debate culminated in June 2005. It was agreed that the previous “policy” was no longer applicable and that bolt use should be discouraged in the mountains. Since then, numerous new sport routes have been put up. These include Lower Lednock Crag which, after loose blocks and flakes had been removed, produced a variety of low to mid grade lines nearly 30 m long—a bit of a rarity in Scotland—with routes being given such names as the Road to Hell and Zombie Nation. However, it later transpired that unrecorded climbs had taken place here many years previously and that earlier climbers had left their bolts in the rocks for future use.

The sport routes became popular and seemed to be accepted by climbers, and Lower Lednock Crag remained a sport venue until spring 2007 when the bolts were removed and a “bolt war” reminiscent of the 1980s started. What is the way forward? Should the MCofS open the debate again?

Adapted from “Bolt War Erupts in Glen Lednock”  
by Kevin Howett, *Scottish Mountaineer*, issue 36, August 2007

Read the above article carefully and show how you would prepare a treatment for a medium with which you are familiar.

Your treatment should:

- identify and justify whether your treatment is fictional or non-fictional
- identify and justify the medium you would use
- identify and justify the target audience(s)
- analyse and justify the content and style of the product
- identify difficulties you might meet and suggest 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. Analyse the products you made for the Production Unit, by evaluating in detail what you learned in terms of institutional and audience contexts.

**(35)**

[END OF QUESTION PAPER]

## ACKNOWLEDGEMENTS

Section 2 Question 1—Text is adapted from “Bolt War Erupts in Glen Lednock” by Kevin Howett, from *Scottish Mountaineer*, Issue 36, August 2007. Reproduced by kind permission of Scottish Mountaineer, The Mountaineering Council of Scotland.