X210/301

MEDIA STUDIES
HIGHER

There are two Sections in this Paper:

   Section 1—Media Analysis
   Section 2—Media Production.

Candidates should attempt one question from each Section.

Each question is worth 40 marks.

SQA

SECTION 1

MEDIA ANALYSIS

Attempt only ONE question from this Section.

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

You should spend approximately one hour on this Section.

This Section requires you to demonstrate your understanding of at least three key aspects from Narrative, Representation, Audience and Institution. Your answer should integrate at least two of these key aspects.

Categories and/or Language may only be used in support of the four named key aspects: Narrative, Representation, Audience and Institution.

Marks

1. Narrative has many functions such as: engaging audiences; developing representations; meeting institutional requirements. With close reference to one media text you know well, analyse the functions of its narrative. In your answer, you should integrate Narrative and at least **two other** key aspects. **(40)**

2. The producers of media texts have the power to select representations which portray people, places, events and ideas in certain ways. With close reference to one media text you know well, analyse how and why this power to select and portray is used. In your answer, you must integrate Representation and at least **two other** key aspects. **(40)**

3. Targeting audiences is no easy task, but vital for success. Analyse what one media text you know well contains to enable it to target specific characteristics of its audience(s). In your answer, you should integrate Audience with at least **two other** key aspects. **(40)**

4. Institutional influences include internal controls such as ownership, budget and self-censorship. They also include wider external forces such as markets, politics, ideologies and/or other factors in society. Analyse how particular internal and/or external institutional influences have impacted on the construction of one media text you know well. In your answer, you should integrate Institution with at least **two other** key aspects. **(40)**

SECTION 2

MEDIA PRODUCTION

Attempt only ONE question from this Section.

You should spend approximately one hour on 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 and any other method of communication you think appropriate.**

Your knowledge of media production skills and processes is being tested, not your drawing skills

Marks

1. During the media production unit you planned, made and evaluated a media product.

   This question focuses on the **planning/pre-production stage**. This stage involves tasks such as:

   • researching your brief
   • identifying available technology and resources
   • considering institutional constraints
   • making a plan of the content and style of your product.

   How did Language and **two** other key aspects help you to make choices and decisions during this planning stage? **(40)**

2. Cyberbullying is where a person is bullied by others using mobile phones, the Internet or other electronic devices. A new advertising campaign is being launched by the Scottish Government to raise awareness of the issue.

   In a medium you know well, plan **one** advertisement for that campaign, **aimed at 14–18 year olds**.

   • State the medium you have chosen for the given audience.
   • Indicate the content and style of your advert and justify your choices.
   • Indicate the technical and cultural codes you would use and justify your choices.

   Remember to justify your choices from a **production point of view** by relating them to such things as: medium; purpose; the specified target audience; the meanings you wish to convey. **(40)**

[Turn over for Question 3 on *Page four*

3. Cyberdating can have its good points and bad points. For many, it can be a fun way to meet new people, and can give confidence to those who are perhaps shy in face to face situations. For others it can lead to disappointment, embarrassment or even danger, because people do not always match up to their electronic profile.

Here, Jack recalls the day he finally met the girl he'd been chatting to on-line for weeks:

"It was all a bit unreal, like I was in a movie or something. I was standing outside the ancient gates of the deserted Lomond Park, carrying a bouquet of red roses. Three times I'd changed my clothes and I still wasn't sure; three times I'd showered, using the last of my dad's supergel; and I'd lost count of the number of times I'd checked the e-mail that had arrived the previous night:

meet u @ lomond park g8s @ 7 Mon c u then

I dragged my fingers through my hair, felt a few drips of rain on my neck, and stared for the hundredth time at my watch. I heard the clip clop of heels, looked down the tree-lined avenue and held my breath. A girl was approaching. A girl to die for. The girl of my dreams. My eyes did not leave her; my lips curled into what could have been a smile; and my shoulders shook. Just before she reached the gates a stretch white limousine purred to a halt. Splatters of rain dropped to the ground. She jumped in the limo and it sped off down the tree-lined avenue, just as I felt a gentle brush on my shoulders, heard an intake of breath, and a soft voice saying 'Hello, I'm Rosamund.' I turned around and . . ."

In a medium you know well, plan a media product inspired by or reporting on the above.

- State the medium you have chosen.
- State an audience you would target.
- Indicate the technical and cultural codes you would use and justify your choices in relation to such things as: the medium; audience; the meanings you wish to convey.
- Identify the production issues that would be specific to this particular scenario. **(40)**

[END OF QUESTION PAPER]