

# **X210/301**

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NATIONAL  
QUALIFICATIONS  
2011

TUESDAY, 7 JUNE  
1.00 PM – 3.00 PM

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.



## 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. You should integrate at least two of the three key aspects you choose to write about.

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

*Marks*

1. Whether fiction or non-fiction, print or non-print, narratives are made to a formula which consists of codes, conventions and structures. With close reference to a media text you have studied, analyse how and why a particular narrative formula has been used. In your answer you must analyse Narrative and at least **two other** key aspects. (40)
2. An analysis of Representation reveals that selections and portrayals either support or challenge values and ideologies in society. With close reference to a media text you have studied, analyse its representations and ideologies and discuss these in relation to at least **two other** key aspects. (40)
3. In order to recover the investment which is involved in making a media product, it is necessary to include material which aims to appeal to a range of different audiences. With close reference to a media text you have studied, analyse which elements were included to target different audiences. In your answer you must analyse Audience and at least **two other** key aspects. (40)
4. A media text is the product of tensions and compromises between creative ideas and institutional constraints. Analyse the extent to which this is true in a media text you have studied. In your answer you must analyse Institution and 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 or 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 **making stage** of your production. This stage involved, for example:
  - managing production and post-production tasks
  - meeting and overcoming problems and production issues
  - developing the content and style of your media product
  - using technology.

How were your intended representations made or developed during this stage? In your answer you should discuss the making stage with reference to Representation and at least **two other** key aspects.

(40)

2. Young men are the most frequent victims of street crime. Drugs, alcohol, knives, gangs, racism and intolerance are all seen as part of the problem. The Scottish Government is launching an advertising campaign to change the culture that makes our streets dangerous.

In a medium you know well, plan **one** advertisement for that campaign, **aimed at 16–25 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**. This means that you should justify your decisions in relation to such things as: purpose; medium; the specified target audience; the meanings you wish to convey.

(40)

[Turn over for Question 3 on Page four

## SECTION 2 MEDIA PRODUCTION (continued)

3. Rain. Battering down. Throwing itself out of the darkness against the window and running down in tiny rivers. Inside, the woman looked at the darkness from the safety of the room. Here it was safe. Here it was warm, but she was alone.

The wind had torn down the phone wires and the hills made her mobile phone useless.

The boats in the harbour strained at their ropes and groaned in protest as the wind howled and tore at them.

A flash and then another; then darkness as the light from the lighthouse beyond the rocks completed another cycle.

Just as the darkness returned, she saw it: a light see-sawing through the storm. It was the white mastlight of a boat or a ship. She watched it through the rain-streaked glass—a light thrown high against the darkness then dipping so low she thought that it must have disappeared under the waves. It rose and fell, rose and fell . . . then nothing.

It had gone.

Snatching at her rain jacket, she opened the door and ran into the darkness towards the sea.

**In a medium you know well, plan how you would create or report on the above scenario.**

- 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** from a production point of view in relation to such things as: medium; audience; the meanings you wish to convey.
- Discuss the production issues that would be specific to the details of this particular scenario.

(40)

[END OF QUESTION PAPER]