

FOR OFFICIAL USE

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Total  
Mark

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# X210/101

NATIONAL  
QUALIFICATIONS  
2011

TUESDAY, 7 JUNE  
1.00 PM – 2.00 PM

MEDIA STUDIES  
INTERMEDIATE 1

Fill in these boxes and read what is printed below.

Full name of centre

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Town

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Forename(s)

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Surname

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Date of birth

Day    Month    Year

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Scottish candidate number

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Number of seat

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There are two Sections in this paper:

Section 1—Media Analysis

Attempt **all** the questions in Section 1.

Section 2—Media Production

Attempt **one** question from Section 2.

Each Section is worth 40 marks.

Write your answers in the spaces provided.

A pack of storyboard sheets and equipment which includes coloured pencils, a rubber, a ruler and a sharpener has been provided for you. You should use these, where appropriate, when attempting Section 2—Media Production.

Additional space for answers will be found at the back of this Question Paper.

Before leaving the examination room you must give this book to the Invigilator. If you do not, you may lose all the marks for this paper.



**SECTION 1—Media Analysis**

Marks

**Attempt ALL questions in this Section.**

**You should spend approximately 30 minutes on this Section.**

**You should write answers based on a professionally produced text you know well.**

1. What is the name of the text you will be basing your answers on?

\_\_\_\_\_

1

2. What kind of text is this (eg film poster, newspaper)?

\_\_\_\_\_

1

3. (a) Identify **one** target audience from the list below, that would enjoy this text:

- an audience made up from a specific **age** group
- a **male** audience
- an audience made up of a particular **social class**.

\_\_\_\_\_

(b) By referring closely to the text, describe what has been included in this text to appeal to **this** audience.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6

Marks

3. (continued)

(c) Identify one **other** target audience from the list below, that would enjoy this text:

- an audience with a **special interest**
- a **female** audience
- an audience made up of a particular **nationality**.

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(d) By referring closely to the text, describe what has been included in this text to appeal to **this** audience.

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6

[Turn over

*Marks*

4. This question asks you to think about the representations in the text you have studied.

(a) Identify **one** stereotype OR **one** non-stereotype in the text.

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(b) By referring closely to the text you have studied, describe in detail what makes this representation a stereotype or a non-stereotype.

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8







Marks

**SECTION 2—Media Production**

**There are three questions in this Section.**

**Question One begins on *Page eight*  
Question Two begins on *Page fourteen*  
Question Three begins on *Page twenty***

**You should attempt only ONE of them.**

**You should spend approximately 30 minutes on this Section.**

**Question One**

During the Media Production Unit, you worked as part of a team and created one media product. You should base your answers on the media product you made.

(a) What kind of media product did you plan to make?

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**1**

(b) Identify the purpose(s) you planned for your product.

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**1**

(c) Describe in detail what you planned to include to meet these purpose(s).

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**4**



Marks

**Question One (continued)**

(d) (i) What is the genre of the product you planned to make?

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1

(ii) Describe **two** elements of your product that are typical of the genre.

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4

(iii) Identify **one** piece of research you carried out as part of your planning.

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1

(iv) What did you learn from this research?

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2

(v) How did you use the information you learned from your research to help you make the media product?

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2

**[Turn over**

Marks

**Question One (continued)**

(e) As part of your production you will have thought about the technical and cultural codes to use to create the effects or meanings you wanted in the text.

These may have included, for example, dress/costume, shot, font, colour, graphics, sound, layout or any other appropriate codes.

(i) Identify **four** different codes you used in your production.

1st code \_\_\_\_\_

2nd code \_\_\_\_\_

3rd code \_\_\_\_\_

4th code \_\_\_\_\_

(ii) Describe in detail how **each** of these codes was used in your production to create the effect you wanted.

1st code used and reason for its use \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4

2nd code used and reason for its use \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4

*Marks*

**Question One (e) (ii) (continued)**

3rd code used and reason for its use \_\_\_\_\_

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4th code used and reason for its use \_\_\_\_\_

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4

**[Turn over**

Marks

**Question One (continued)**

(f) At the end of making your product, you reviewed it.

(i) Did your product meet the needs of your audience?

Give detailed reasons for your answer.

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(ii) There are always constraints you have to deal with when making a media product.

Identify **one** institutional issue you had to deal with when planning and making your product (for example, time, resources, Health and Safety laws or other constraints).

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(iii) Describe in detail how you dealt with this institutional issue.

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(40)

**[Turn over for Question Two on *Page fourteen***

## OR Question Two

There are **two** parts to this question. Part (i) is on this page; Part (ii) is on *Page sixteen*. Be sure to answer **both** parts.

### Part (i)

The Scottish Government wants to make people aware of the mess and unpleasantness caused by chewing gum dropped onto streets and pavements.

Plan an **advertisement, to persuade people to stop** dropping chewing gum onto the streets and elsewhere.

Decide on the **medium** you will use.

If you choose **television** or **film**, you should think about:

camera

- position (close-up, medium shot, long shot, etc)
- angle (low, high, etc)
- movement (panning, tracking, zoom, speed, etc)

editing

- fades, dissolves, cuts, etc

mise-en-scene

- costume, props, setting, colour, lighting, etc

sound

- music, voice over, sound effects, dialogue.

If you choose **radio**, you should think about:

- script breakdown
- music
- sound effects
- dialogue.

If you choose **print**, you should think about:

- placement (newspaper, magazine, billboard, etc)
- size (full-page, half-page, large or small poster)
- colour
- layout
- images
- words.

If you choose a **website homepage**, you should think about:

- layout
- images (still and/or moving)
- sound (if any)
- links
- colour
- words.

**Question Two (continued)**

**Use this space to design your advert. Your drawing skills are not being tested.**

**If you wish, you may instead use the storyboard provided.**

Remember to give reasons for your design on *Pages sixteen, seventeen and eighteen*. **Marks are given for your reasons.**









**[Turn over for Question Three on *Page twenty***

### OR Question Three

There are **two** parts to this question. Part (i) is on this page; Part (ii) is on *Page twenty-two*. Be sure to answer **both** parts.

#### Part (i)

**Show how you would turn the following story into a media text.** It could be turned into a film or television programme, a film trailer, a newspaper article or a poster, for example.

*A young Scottish boy called John Ross was shipwrecked off the coast of Africa in 1825. Alone and lost, he walked for several days until he wandered into a village. The villagers were amazed to see a pale boy with bright red hair and took care of him. When he was 12, many of the villagers became sick. The boy accompanied men from the village on a long trek through grasslands, jungle and mountains to bring back medicine. When he grew up, he became a great adventurer. He is remembered as a hero. Last week, his home town in Scotland put a statue of him in the town centre.*

Decide on the **medium** you will use.

If you choose **television** or **film**, you should think about:

camera

- position (close-up, medium shot, long shot, etc)
- angle (low, high, etc)
- movement (panning, tracking, zoom, speed, etc)

editing

- fades, dissolves, cuts, etc

mise-en-scene

- costume, props, setting, colour, lighting, etc

sound

- music, voice over, sound effects, dialogue.

If you choose **radio**, you should think about:

- script breakdown
- music
- sound effects
- dialogue.

If you choose **print**, you should think about:

- placement (newspaper, magazine, billboard, etc)
- size (full-page, half-page, large or small poster)
- colour
- layout
- images
- words.

**Question Three (continued)**

**Use this space to design your media text. Your drawing skills are not being tested.**

**If you wish, you may instead use the storyboard provided.**

Remember to give reasons for your decisions on *Pages twenty-two, twenty-three and twenty-four*. **Marks are given for your reasons.**















