

FOR OFFICIAL USE

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Total  
Mark

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# X210/101

NATIONAL  
QUALIFICATIONS  
2009

WEDNESDAY, 3 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 type of text is this (eg film poster, newspaper)?

\_\_\_\_\_

1

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

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

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

(b) By referring closely to the text, describe how this stereotype or non-stereotype has been made.

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







*Marks*

5. The text you have studied has a narrative structure.

(a) Describe the narrative structure of the text you have studied.

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(b) Why has the narrative structure of this text been organised this way?

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6

Marks

6. Funding is very important to any media text.

(a) Describe in detail how the media text you have studied has been funded (eg through price, investment, advertising, product placement and so on).

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(b) Describe how this funding has affected the text.

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8  
(40)

[Turn over

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 type of product did you make?

\_\_\_\_\_

**1**

(b) Who was the target audience for the media product you made?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**1**







Marks

**Question One (continued)**

(e) You had to research when planning your media product.

(i) Describe **one** piece of research you did and how this affected the choices you made.

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(ii) Describe **another** piece of research you did and how this affected the choices you made.

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8

**[Turn over**

Marks

**Question One (continued)**

(f) In your product, you chose to use particular codes. These may have included, for example, dress/costume, shot, font, colour, graphics, sound, layout and any other appropriate codes.

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

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

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

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

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

(ii) Give a reason for selecting these codes.

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

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

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

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

*Marks*

**Question One (f) (ii) (continued)**

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

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

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

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

**16  
(40)**

**[Turn over**

## 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)

Plan an **advertisement, aimed at families**, to encourage people to take up a hobby.

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 trailer, a newspaper article or a poster, for example.

#### *Lions escape*

*Two lions escaped from a circus and ended up going into Springside Secondary school. One lion jumped through an open window into an Art classroom and the other smashed its way through a glass window into the school canteen. Fortunately, both rooms were empty but there were children in rooms on either side.*

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.**













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