

FOR OFFICIAL USE

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Total
Mark

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X210/101

NATIONAL
QUALIFICATIONS
2010

WEDNESDAY, 26 MAY
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)

--

Surname

--

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.



Marks

SECTION 1—Media Analysis

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 have studied?

1

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

1

3. (a) The narrative of a media text is carefully structured.

By close reference to a media text you have studied, describe its narrative structure.

8

Marks

3. (continued)

- (b) The makers of media texts target audiences from particular age groups, genders, nationalities, backgrounds and interests.

Identify the target audience(s) for the text you have studied. Give reasons for your answer by referring closely to the text.

6

- (c) Describe how the narrative structure you have identified has been made to appeal to the target audience(s) you have identified. Give reasons for your answer by referring closely to the text.

6

[Turn over

Marks

4. (a) Institutional factors affect the making of media texts. These factors include:

- who owns the media company
- the need to make a profit
- the effect of budget and resources on the text
- the use of stars
- the effect of advertisers and advertising
- the effect of the law on the text
- and other institutional factors.

How has **at least one** institutional factor affected the text you have studied?

6

(b) Representations are made by including particular elements in the text.

Identify at least **one** representation in the media text you have studied and describe in detail **how** it has been made.

8

Marks

4. (continued)

(c) The representation or representations you have identified have been carefully chosen by the institution.

Give reasons **why** the institution made the representation(s) this way.

**4
(40)**

[Turn over

Marks

SECTION 2—Media Production

There are three questions in this Section.

Question One begins on *Page six*

Question Two begins on *Page twelve*

Question Three begins on *Page eighteen*

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) (i) Identify the target audience(s) for your product.

1

(ii) You carried out research into the audience(s) for your product.

Describe how your research helped you make decisions about what content to include in your product to appeal to your audience(s).

8

Marks

Question One (continued)

- (c) Your production included representations of people, places, objects or events.

Identify **one** representation in your product and describe what you did in your production to make this a stereotype or non-stereotype.

8

[Turn over

Marks

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Question One (continued)

(d) In your production, you thought about how you would use media language to make meaning. This media language included codes such as dress/costume, shot, font, colour, graphics, sound, layout or any other appropriate codes.

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

1st code _____

2nd code _____

3rd code _____

4th code _____

(ii) Give a reason for selecting each of these codes.

1st code used and reason for its use _____

2nd code used and reason for its use _____

Marks

Question One (d) (ii) (continued)

3rd code used and reason for its use _____

4th code used and reason for its use _____

16

[Turn over

Marks

Question One (continued)

- (e) When you were planning and making your product, you could not do just anything you liked. Institutional factors such as budget, rules and regulations, health and safety, legal requirements, available skills, equipment and so on influenced the decisions you made.

Describe, in detail, how **two** Institutional factors affected the decisions you made.

**6
(40)**

[Turn over for Question Two on *Page twelve*

OR Question Two

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

Part (i)

The Scottish Government is launching a Road Safety campaign **aimed at primary school children**.

Design **one** advertisement that will encourage this target audience to think about safety when crossing the road.

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 fourteen, fifteen and sixteen*. **Marks are given for your reasons.**

Marks

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Question Two (continued)

Part (ii)

Use the space provided on this page and on *Pages fifteen* and *sixteen* to **give the reasons** for your decisions.

For television or film:

- camera
- editing
- mise-en-scene
- sound.

For radio:

- script breakdown
- music
- sound effects
- dialogue.

For print:

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

For a website homepage:

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

[Turn over for Question Three on *Page eighteen*

OR Question Three

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

Footsteps. Running. Coming down Reglen Street. Hard. Desperate. Pounding on the ground. Beyond them, further away, whooping yells and shouts.

“Get the scum! Him!”

Graham turned. A teenage boy was racing towards him. As Graham watched, the boy stumbled, tripped and fell. Tried to get up. Then, groping in his pocket, brought out a mobile phone. Started to dial, changed his mind. Looking round in panic.

At the end of Reglen Street nearest the playing fields, huge shadows danced. He was too far from the main road. Too far to run. This gang would catch him easily.

[From “*Divided City*” by Theresa Breslin]

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, twenty-one and twenty-two*. **Marks are given for your reasons.**

Marks

Question Three (continued)

Use this page to give the reasons for your decisions.

ACKNOWLEDGEMENTS

Question 3 Part (i)—Extract is taken from Pages 2–3 of *Divided City* by Theresa Breslin ISBN 978 0552 55188 5. Published by Random House Children’s Books. Permission is being sought from Random House Children’s Books.