

X210/201

NATIONAL
QUALIFICATIONS
2010

WEDNESDAY, 26 MAY
1.00 PM – 2.30 PM

MEDIA STUDIES
INTERMEDIATE 2

There are two Sections in this paper:

- Section 1—Media Analysis
- Section 2—Media Production

You 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.

Your answer should be based on a fiction or non-fiction text you have studied.

You should spend approximately 45 minutes on your answer.

This section requires you to demonstrate your understanding of the Key Aspects: Narrative, Representation, Audience and Institution. All answers should combine 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. **Narratives** are made using roles, codes, oppositions, conventions and structures.
 - (a) With reference to **one or more** from the list above, explain narrative in a media text you have studied,
and
 - (b) Explain how this narrative has been influenced by **one or more** from: Representation, Audience, Institution. **(40)**

2. Representations are constructed by deciding what should be included in portrayals of people, places, objects and events.
 - (a) Explain how representations have been constructed in a text you know well,
and
 - (b) Explain how these representations have been influenced by **one or more** from: Narrative, Audience, Institution. **(40)**

3. There can be lots of different audience responses to a media text such as enjoyment, boredom, surprise, shock and so on.
 - (a) Explain how at least **two** audiences for a media text you know well might respond differently to the text,
and
 - (b) Suggest possible reasons for these different responses by referring to **one or more** from: Representation, Narrative, Institution. **(40)**

SECTION 1—Media Analysis (continued)

Marks

4. A media text may have started as a single creative idea. However, institutional factors like ownership, finance, controls and personnel will have affected the ways in which this idea becomes a completed text.

(a) Explain what institutional factors were relevant to a text you have studied,

and

(b) Explain how these institutional factors influenced at least **one** of:
Narrative, Representation, Audience.

(40)

[Turn over for SECTION 2 on *Page four*

SECTION 2—Media Production

Attempt only ONE question from this Section.

You should spend approximately 45 minutes on your answer.

Your answer must be a written explanation and may be supported by, for example, diagrams, storyboard, script layout or any other method of communication you think appropriate.

Your knowledge of media production 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 involved such things as:

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

How did you use Representation and **one other key aspect** to make choices and decisions during this planning stage?

(40)

2. 4U is a new youth centre in your area which has a cafe, internet access, sports facilities, a dance studio and a music studio. Your local council is launching an advertising campaign to promote this new youth centre.

In a medium you know well, design **one** advertisement to encourage **young people** to use the centre.

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

Remember to give reasons for your choices from a production point of view. This means that you should give reasons for your choices by referring to such things as purpose, the specified target audience and/or the meanings you wish to suggest.

(40)

SECTION 2—Media Production (continued)

3. He felt a mixture of irritation and excitement. It was annoying to be followed in this amateurish fashion. Just before Chiswick Bridge he wrenched the wheel round to the right. This time he judged the line well. He checked his mirrors once more, and felt a tremor of anxiety. There was not one but two motorbikes—big BMWs—and no car can out sprint a bike. The riders put their heads down and twisted their right wrists. The roar of their tyres filled the quiet street. In a few moments, the bikes were either side of his Bentley.

Now he had to take them seriously. Before he could take the gun from its holster, there was a shattering roar as the glass of the front passenger window was broken by a bullet.

[Adapted from “*Devil May Care*” by Sebastian Faulks]

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

- State the medium you have chosen.
- State an audience you would target.
- Indicate the technical and cultural codes you would use and give reasons for your choices by referring to such things as the medium, audience and/or the meanings you wish to suggest.
- Identify the production issues that would be specific to this particular scenario.

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

Remember to justify your decisions from a production point of view.

(40)

[END OF QUESTION PAPER]

ACKNOWLEDGEMENTS

Section 2 Question 3—Extract is adapted from Pages 52-53 of *Devil May Care* by Sebastian Faulks ISBN 978 0 141 03545 1. Published by Penguin. Permission is being sought from Penguin Group UK.

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