

X210/201

NATIONAL
QUALIFICATIONS
2011

TUESDAY, 7 JUNE
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. Both fiction and non-fiction media texts have narratives that are carefully structured. With close reference to a media text you have studied:

- (a) explain **how** a particular narrative has been carefully structured,
and
(b) explain **why** it has been carefully structured in the way that it has by referring to **at least one other** Key Aspect.

You should link and explain Narrative and **at least one other** Key Aspect in your answer. (40)

2. Representations in media texts support or challenge cultural assumptions. With close reference to a media text you have studied:

- (a) explain **how** the representations have been created,
and
(b) explain **why** the representations have been made this way by referring to **at least one other** Key Aspect.

You should link and explain Representation and **at least one other** Key Aspect in your answer. (40)

3. In order for a media text to be successful, the producers must include elements to please at least one audience. With close reference to a media text you have studied:

- (a) explain **at least one** audience targeted by the makers of the text,
and
(b) explain what was included to appeal to the audience(s) by referring to **at least one other** Key Aspect.

You should link and explain Audience and **at least one other** Key Aspect in your answer. (40)

SECTION 1—Media Analysis (continued)

Marks

4. The maker of a media text cannot just do what he or she wants. Institutions affect decisions made about what to include in the text. With close reference to a media text you have studied:

(a) explain **at least two** institutional factors that affected the text,

and

(b) explain, by referring to **at least one other** Key Aspect, how these institutional factors affected the final shape of the text.

You should link and explain Institution and **at least one other** Key Aspect in your answer.

(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 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 planning/pre-production stage**. This stage involved for example:

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

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

(40)

2. The Scottish government is launching a cross-media advertising campaign **aimed at teenagers** to encourage them to cycle safely on the roads.

In a medium you know well, design **one** advert to encourage teenagers to be safe when on their bicycles on the roads.

You must be sure to including the following:

- 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 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. It was cold but sunny. With the spectacular mountain landscape spread out ahead of them, and the beautiful colours of changing leaves at the lower levels, it was a perfect autumn day for hill walking.

The three mountaineers were experienced and well-equipped. They set off in high spirits, their aim to reach the top and be back at the car before dark.

The route they had chosen was challenging, and by late afternoon they were behind schedule and beginning to become very tired. To make matters worse, the weather changed quite suddenly. Within ten minutes, black clouds had raced across the sky, the rain had begun to pour down, and the wind was howling.

The summit was close, so they decided to press on. By the time they reached the top, it was pitch black and the rain and wind battered them. They could hardly see their hands in front of them. Slowly they began to make their way down the mountain. After an hour or so, they realised they were lost.

One of the three mountaineers began to panic.

“We’re never going to get off this mountain!” he shouted.

Then he rushed off ahead of the other two . . .

In a medium you know well, plan a media product using 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 skills and processes is being tested, not your drawing skills.

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

(40)

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