

FOR OFFICIAL USE

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Total
Mark

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X210/101

NATIONAL
QUALIFICATIONS
2008

FRIDAY, 30 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

--

Forename(s)

--

Surname

--

Date of birth

Day Month Year

--	--	--	--	--	--	--	--

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

DO NOT
WRITE IN
THIS
MARGIN

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

(b) By referring closely to the text, give examples of each part of the narrative structure you have identified.

Marks

4. The text you have studied contains representations of people, places or issues.

(a) Identify **one** representation in the text.

(b) By referring closely to the text you have studied, describe, in detail, how this representation has been made.

(c) Is this representation a stereotype? Give reasons for your answer.

Marks

SECTION 2—Media Production

There are three questions in this Section.

Question One begins on *Page six*

Question Two begins on *Page ten*

Question Three begins on *Page fourteen*

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) Describe the purpose(s) of your product.

2

Marks

Question One (continued)

(c) You are now being asked about codes you used. (These could include, for example, dress/costume, shot, font, colour, graphics, sound, layout or any other appropriate code.)

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

1st code _____

2nd code _____

3rd code _____

4th code _____

(ii) Give a reason why you used these codes in your production.

1st code _____

2nd code _____

3rd code _____

4th code _____

Marks

Question One (continued)

- (d) Your production was affected by things like time, people in the group, budget, equipment and so on.

Identify **two** things that affected your production. How did you deal with these in order to make your product?

8

- (e) Describe the research you had to do to make sure you appealed to your target audience.

5

Marks

Question One (continued)

(f) Describe *how* you made **one** Representation in your product and say *why* you made it this way.

**8
(40)**

[Turn over

OR Question Two

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

Part (i)

The Scottish Executive is launching a *Keep Scotland Tidy* campaign aimed to stop people dropping litter. The target audience is very wide—people of all ages who live in Scotland.

Design an **advertisement** that will encourage the target audience not to drop litter.

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 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 twelve* and *thirteen*. **Marks are given for your reasons.**

Marks

Question Two (continued)

Part (ii)

Use the space provided on this page and on *Page thirteen* 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.

Question Two (continued)

Marks

Lined area for writing the answer to Question Two (continued).

(40)

Marks

OR Question Three

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 Executive is launching a *Keep Scotland Tidy* campaign aimed to stop people dropping litter. The target audience is very wide—people of all ages who live in Scotland.

Design the **homepage** for a website that will encourage people not to drop litter.

Use the space provided on *Page fifteen* to sketch your homepage.

Question Three (continued)

Use this space to design your website homepage. Your drawing skills are not being tested.

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

Marks

Question Three (continued)

Part (ii)

When you have made your sketch, **give reasons** for your choice of:

- (a) layout
- (b) images (still and/or moving)
- (c) sound (if any)
- (d) links
- (e) colour
- (f) advertisements (if any)
- (g) words.

Use the space provided on this page and on *Page seventeen* to give your reasons.

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