

X210/201

NATIONAL
QUALIFICATIONS
2007

TUESDAY, 29 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. Media texts do not just happen; they are constructed.
With reference to Institution **and at least one other key aspect**, explain how a media text you have studied has been constructed. (40)
2. Target audiences are people of a variety of ages, interests and backgrounds.
By referring to a media text you have studied, explain its audience(s) **and** show how **at least one other key aspect** has been used to target the audience(s). (40)
3. All media texts use narrative.
Explain how narrative codes and/or narrative structure integrate with **at least one other key aspect** in a text you have studied. (40)
4. Representations are carefully constructed by those who make media texts.
With reference to Representation and **at least one other key aspect**, explain the construction of the representation(s) in a text you have studied. (40)

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 and any other method of communication you think appropriate.

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

Marks

1. As a member of a team, you produced a text as part of the Media Production Unit. Planning is the key to a successful media production.

Referring to **at least two** key aspects, explain the choices you made when planning your product.

In your answer, you must justify the planning choices you made by referring to **at least two** from: Categories, Language, Narrative, Representation, Audience, Institutions.

(40)

2. The Scottish Executive is launching a cross-media advertising campaign to encourage people to use fireworks responsibly.

In a medium you know well, design **one** advertisement for this campaign.

You should include the following:

- choice of medium
- target audience
- content and style
- appropriate technical and cultural codes.

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

Remember to justify all your decisions from a production viewpoint. (40)

[Turn over for Question 3 on *Page four*

SECTION 2—Media Production (continued)

3. Show how you would use the following information in a medium you know well.

In 1894, a family with their Labrador dog called Wallace watched a parade in Glasgow. Wallace was particularly attracted to the horse-drawn fire engine, and, after the parade was over, he followed it back to the Central Fire Station in Glasgow. After that, every time he saw the horse-drawn fire engine, he followed it. Eventually his family decided to let Wallace stay at the Fire Station.

There, Wallace became a working dog. As soon as a fire alarm sounded, he would run outside and run ahead of the horses which pulled the fire engine, yelping and barking as he went. He became so famous a song was written about him.

But Wallace was afraid of fire. Once he reached the fire, he kept away from the flames.

Wallace attended many fires: from fires in poor areas to a fire in a posh tearoom.

His last fire was on the night of 28 September 1902. Wallace led two fire engines to Collins' Book Warehouse in Central Glasgow. After the fire was put out, he was slow in walking back to the Fire Station, and when the alarm sounded a few hours later, he did not move. Wallace had died in his sleep.

But that is not the end of the story. Wallace was preserved and put on display in the Central Fire Headquarters in Glasgow.

Make sure you include all of the following:

- target audience
- choice of medium
- appropriate technical and cultural codes
- associated problems and solutions.

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

Remember to justify all your decisions from a production viewpoint. (40)

[END OF QUESTION PAPER]