

X210/201

NATIONAL
QUALIFICATIONS
2008

FRIDAY, 30 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. A study of Narrative deals with narrative structure and narrative codes. With reference to a text you have studied, explain the narrative codes and structure and how they are linked to **at least one other key aspect**. (40)
2. Representation refers to the ways people, places, events and issues are portrayed in media texts.
Explain the representations in a media text you have studied and show how **at least one other key aspect** has helped to shape these representations. (40)
3. Making a media text is a very complicated process involving institutional ownership and controls.
In a text you know well, explain these institutional factors and their affect on **at least one other key aspect**. (40)
4. The audience for a media text is made up of males and females of different ages, classes, backgrounds and interests.
In a text you know well, explain the different types of people who make up the audience and show how **at least one other key aspect** is used to appeal to these different people. (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. During the media production unit you planned, made and evaluated a media product. This question focuses on the planning stage. This stage involves:
 - researching your brief
 - identifying available technology
 - considering institutional constraints
 - making a plan for the content and style of your product.

How did you use Audience and **one other key aspect** during this planning? (40)

2. The Scottish Executive is concerned with the need to recycle more. It is launching a cross-media advertising campaign to encourage people to recycle items such as plastic and glass bottles, newspapers and magazines, clothing and other household items normally thrown out as rubbish.

In a medium you know well, plan **one** advertisement for that campaign, **aimed at families**.

- 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 justify your choices from a production point of view. This means that you should justify your choices by referring to such things as purpose, the specified target audience and/or the meanings you wish to suggest. (40)

[Turn over for Question 3 on Page four

SECTION 2—Media Production (continued)

3. I'm in my high heels and polka-dot skirt, I'm doing a sixty metre sprint to catch the 17.34 from London Euston and today, like most days, I make it to platform nine with only seconds to spare. But by the time I reach the ticket barrier it seems that neither I, nor the train, will be going anywhere fast.

"Sorry, love," says the guard in a weary fashion, that suggests it's not the first time he's trotted out the words, "points failure at Watford Junction. It'll be another forty minutes before the next train leaves."

Despite the temptation, I stop myself from stamping my foot in frustration and sobbing pathetically into the arms of the railway worker. Instead, I curse inwardly, raging against my horrible job in the city and its horrible journey. A light bulb flashing moment, if ever there was one, I reflect, vowing there and then to spend the next weekend searching the newspapers to find a job closer to home.

[Adapted from "Brief Encounter" by Jill Steeples, *Expresso Fiction*, May 2005]

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.

(40)

[END OF QUESTION PAPER]

ACKNOWLEDGEMENTS

Section 2 Question 3—Extract adapted from *Brief Encounter* by Jill Steeples, taken from *Saucy Shorts for Chefs: An Anthology of short stories on the topic of food!* on page 135 edited by Rachel Loosmore. ISBN 0954489985. Published by Accent Press Ltd. Reproduced by kind permission of Accent Press Ltd.