

X210/301

NATIONAL
QUALIFICATIONS
2007

TUESDAY, 29 MAY
1.00 PM – 3.00 PM

MEDIA STUDIES
HIGHER

There are two Sections in this Paper:

Section 1—Media Analysis
Section 2—Media Production.

Candidates 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 which must answer the question asked.

You should spend approximately one hour on this Section.

This Section requires you to demonstrate your understanding of at least three key aspects from Narrative, Representation, Audience and Institution. All answers should integrate at least two of these key aspects.

It may be appropriate to use your knowledge of Categories and/or Language in your answer.

Marks

1. Media texts are not simply the realisation of creative ideas; they are shaped by professionals who have to follow internal and external controls. Analyse how such institutional factors have influenced the construction of a text you know well. In your answer, you must refer to Institution and at least **two other** key aspects. (40)
2. Media texts are constructed to provide preferred readings and/or pleasures for targeted audiences. Show how this is so by analysing Audience and at least **two other** key aspects in a text you know well. (40)
3. With reference to Representation and at least **two other** key aspects, analyse the ideological discourse(s) of a text you know well. (40)
4. All media texts rely on narrative conventions, codes and structures. With reference to a media text you know well, analyse how aspects of Narrative integrate with at least **two other** key aspects. (40)

SECTION 2

MEDIA PRODUCTION

Attempt only ONE question from this Section.

Your answer must be in a format appropriate to the question, such as

- an essay

OR

- a written explanation including, for example, diagrams, storyboard, script layout and any other method of communication you think appropriate.

You will not be marked on the quality of your artwork.

You should spend approximately one hour on this Section.

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 **three** key aspects, justify the choices you made when planning your product.

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

(40)

2. The Scottish Executive is launching a cross-media advertising campaign to change negative stereotypes of young people in Scotland.

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

You must be sure to include the following:

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

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

Your drawing skills are not being tested.

(40)

[Turn over for Question 3 on *Page four*

3. Elephant Ahoy!

Fishermen are often accused of exaggerating the size of their catch, but claiming to net an elephant must surely rank as an exceptionally tall tale. Yet that is exactly what happened in the mid 1940s.

The story begins on a ship sailing to Aberdeen harbour. Its cargo? A travelling circus bound for a tour of Northeast Scotland. Alas, one of the elephants broke the ropes securing it and fell overboard. The crew were unable to rescue the terrified elephant and, to the distress of all, it had to be left to its watery grave.

A few days later, the crew of a fishing trawler must have thought they'd netted the catch of their lives when their net supports began to buckle under the strain of their haul. Imagine their astonishment when they discovered that they had netted an elephant! They disentangled the poor beast, which sank once more into the dark depths of the North Sea. Astonishment soon turned to dismay when they surveyed the considerable damage to their nets—their insurers would never pay for repair without a credible explanation, and who would believe such a story without proof? Upon docking in Aberdeen, the fishermen were relieved to learn that a circus was in town—compensation was surely secured. So, off they went to the circus where the owners, all too aware of the financial implications of such a claim, denied that they had lost an elephant. The poor men did not get any compensation and their story was treated with ridicule.

But you can't keep a good elephant down. Two years ago, a second trawler docked in Aberdeen with an enormous skeleton they had netted. Experts said very hesitantly that they thought it was an elephant and, like the first crew, thought they would be laughed at. What relief when someone remembered the tale from 60 years ago and their analysis was accepted.

In a medium you know well, show how you would produce this narrative.

Make sure you include all the following information and justify all your decisions from a production point of view:

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

Your understanding of production processes is being tested, not your drawing skills. (40)

[END OF QUESTION PAPER]