

X210/301

NATIONAL
QUALIFICATIONS
2008

FRIDAY, 30 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. Studying the narrative of a media text involves examining more than just plot and story. For a full understanding, narrative structures and narrative codes must be analysed. Analyse Narrative in a media text you know well and show how it influences or is influenced by at least **two other** key aspects. (40)
2. Representations are often constructed to confirm assumptions and values. To what extent is this the case in a media text you know well? In your answer, you must refer to Representation and at least **two other** key aspects. (40)
3. Institutional factors can present makers of media texts with opportunities and/or constraints. Analyse how a professionally produced media text you have studied has been shaped by institutional opportunities and/or constraints. In your answer, you must refer to Institution and at least **two other** key aspects. (40)
4. Different segments of an audience might respond to a text in different ways. Analyse how different audience segments might respond to a media text you know well and show how at least **two other** key aspects contribute to these responses. (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. During the media production unit you planned, made and evaluated a media product.

The question focuses on the **planning/pre-production stage**. This stage involves such things as:

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

How did you use Audience and **two** other key aspects to help you make choices and decisions during this planning? (40)

2. Teenagers are more likely than any other age group to be injured or killed on Scotland's roads. The Scottish Executive is launching a cross-media advertising campaign, **aimed at teenagers**, to raise awareness of road safety.

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

- State the medium you have chosen for the given audience.
- Indicate the content and style of your advert and justify your choices.
- Indicate the technical and cultural codes you would use and justify your choices.

Remember to justify your choices from a **production point of view** by relating them to such things as: purpose; the specified target audience; the meanings you wish to convey. (40)

[Turn over for Question 3 on Page four

3. Due to copyright restrictions, Question 3 has been removed.

[END OF QUESTION PAPER]