

X210/701

NATIONAL
QUALIFICATIONS
2007

TUESDAY, 29 MAY
1.00 PM – 3.00 PM

MEDIA STUDIES
ADVANCED HIGHER

There are two sections in this paper:

Section 1 — Media Analysis

Section 2 — Media Production

Candidates should attempt **one** question from **each** section.



SECTION 1
MEDIA ANALYSIS

Attempt only ONE question from this Section.

Marks

Your answer should be in the form of an essay OR extended response which must answer the question asked.

You should spend approximately ONE hour on this Section.

1. Analyse **Representation** in **at least one** media text which you have studied, applying and justifying the analytical method(s) you find most appropriate. **(35)**

2. Media institutions inscribe media texts.
Discuss this statement by referring to **at least one** media text which you have studied, using **at least one** method of analysis. **(35)**

SECTION 2
MEDIA PRODUCTION

Attempt only ONE question from this Section.

Marks

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 or any other method of communication you feel is appropriate.

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

You should spend approximately ONE hour on this Section.

1. Read the following article about the Nazi occupation of Norway during the Second World War.

The Shetland Bus

The story of the Shetland Bus, the link between Shetland and Norway that helped to sustain the Norwegian resistance through the years of Nazi occupation, is quite extraordinary. Constantly under threat of attack by enemy aircraft or naval action, small Norwegian fishing boats set out from Shetland to run arms and resistance workers into lonely fjords. The trip took at least 24 hours and on the return journey boats brought back Norwegians in danger of arrest from the Gestapo*, or those who wanted to join Norwegian forces fighting with the Allies. For three years, through careful planning, the operation was remarkably successful: instructions to boats were passed in cryptic messages in BBC news broadcasts. Although local people knew what was going on, the secret was generally well kept. In total, 350 refugees were evacuated, and more than four hundred tons of arms, large amounts of explosives and sixty radio transmitters were landed in Norway.

(The Rough Guide to Scotland: Rob Humphreys and Donald Reid: March 2004)

*Nazi state police

Read the above article carefully and show how you would prepare a treatment for a medium with which you are familiar.

Your treatment should:

- identify and justify whether your product is fictional or non-fictional
- identify and justify the medium you would use
- identify and justify the target audience(s)
- describe and justify the content and style of the product
- identify difficulties you might meet and how these might be overcome.

You must cover all the points above. However, some may require a longer response than others.

Remember you must demonstrate your knowledge and understanding of **production processes**. (35)

2. Consider the products you made for the Production Unit.

What additional opportunities and constraints would you have experienced if you had been producing these professionally rather than as course work? (35)

[END OF QUESTION PAPER]

ACKNOWLEDGEMENTS

Section 2 Question 1 – Extract, “*The Shetland Bus*,” is taken from ROUGH GUIDE TO SCOTLAND 6th ed by Rob Humphreys and Donald Reid (Rough Guides 2004). Copyright © Rob Humphreys and Donald Reid, 2004. Reproduced by kind permission of Rough Guides Ltd.