

# X210/701

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NATIONAL  
QUALIFICATIONS  
2008

FRIDAY, 30 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. With reference to **one** media text, analyse its **narrative** by applying and justifying the analytical method(s) you find most appropriate. **(35)**
  
2. Select and apply a method of analysis to **one** media text you have studied, justifying your choice of method. **(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. In the Production Unit, you were involved in negotiation with a client who commissioned you to make two media products.

Describe how closely you fulfilled the brief, analysing and justifying both production processes. **(35)**

2. **BORDERS PATROL**

**Often overlooked in the rush to the Highlands,  
the south is a haven of peace and quiet.**

The south of Scotland is an area often rushed through by motorists hurrying between England and the Central Belt or heading for the Highlands, its rounded hills largely ignored in the dash to get up the M74. But this is an area full of quiet, unspoiled glens and mountains. Large tracts are more remote than the tourist centres of the northerly mountain ranges.

It is true that the peaks of the Southern Uplands are not as high as other ranges, but their remoteness gives them an edge in that you can tramp up routes on hills untrod by a multitude of walkers.

One downside is that a number of hilltops have no paths leading to them, meaning a wet and muddy day. However, this can also add to the sense of truly being in wild countryside.

*(Mountains of Scotland: insert in Scotland on Sunday: October 1 2006: pp27-28)*

Read the above extract carefully and show how, using it as your setting, you would prepare a treatment for a product in a medium with which you are familiar.

Your treatment should:

- analyse and justify whether your product is fictional or non-fictional
- analyse and justify the medium you would use
- analyse and justify the target audience(s)
- analyse and justify the content and style of the product
- analyse 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** and refer to theories of media analysis as appropriate. **(35)**

[END OF QUESTION PAPER]

## ACKNOWLEDGEMENTS

Section 2 Question 2—Article adapted from *Borders Patrol* taken from the Mountains of Scotland insert on pages 27-28 of Scotland on Sunday, 1 October 2006 by Nick Drainey. Published by The Scotsman Publications Ltd. Reproduced by permission of The Scotsman Publications Ltd.