

# **X210/301**

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NATIONAL  
QUALIFICATIONS  
2010

WEDNESDAY, 26 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 the three key aspects you choose to write about.

Categories and/or Language should only be used in support of the four relevant key aspects: Narrative, Representation, Audience and Institution.

*Marks*

1. Narratives are constructed using codes, oppositions, roles, conventions and structures. Analyse how Narrative in a media text you have studied has been constructed and show how this construction has been influenced by at least **two other** key aspects. (40)
2. Representations are constructed by making deliberate choices about what is excluded and/or selected in portrayals of people, places, ideas or events. Analyse constructions of Representation in a media text you have studied, and refer to at least **two other** key aspects to suggest possible reasons for these choices. (40)
3. Audience sections read, view or listen to media texts with different needs and/or expectations. Analyse how different needs and/or expectations might influence the ways in which sections of the audience respond to one media text you have studied. In your answer refer to at least **two other** key aspects to suggest possible reasons for these different decodings. (40)
4. A media text may have started as a single idea. However, the final shape of the text will have been influenced by internal and external institutional factors. Analyse how internal and/or external institutional factors influenced the final shape of at least **two other** key aspects of a media text you have studied. (40)

## SECTION 2

### MEDIA PRODUCTION

Attempt only ONE question from this Section.

You should spend approximately one hour on 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 or any other method of communication you think appropriate.

Your knowledge of media production 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 **evaluation stage** of your production. This stage involved such things as:
  - evaluating the success of your production in meeting its purpose
  - evaluating the success of your production in targeting your given audience(s)
  - drawing conclusions about your understanding of production processes.

Evaluate your final product by discussing the strengths and weaknesses of your decision making during the media production unit. In your evaluation you should make reference to Audience and at least **two** other key aspects.

**(40)**

2. The illegal copying of music, DVDs and computer games threatens the creative industries and can be linked to organised crime. Buying, selling or downloading copied material such as this is a crime. The Scottish Government is launching a new advertising campaign to raise awareness of this issue.

In a medium you know well, plan **one** advertisement for that campaign, **aimed at 16–25 year olds**.

- 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**. This means that you should justify your decisions in relation to such things as: purpose; medium; the specified target audience; the meanings you wish to convey.

**(40)**

**[Turn over for Question 3 on Page four**

**SECTION 2 MEDIA PRODUCTION (continued)**

3. “Get out! Get out!” he cried, “It’s an earthquake! Save yourselves!” Panicked and blinded by the frantic leaping and quivering of the world, the two women lurched for the door, were hurled down, and attempted to crawl. They could not crawl on their hands and knees for being thrown upwards and sideways, again and again, and they spread their hands and legs and writhed like serpents for the door, reaching it only as the roof began to cave. Out into the heaving yard they went, the light obliterated from the sky, the direful clamour bursting inside their heads and breasts, dust rising slowly from the earth as though attracted by the moon.

Adapted from: *Captain Corelli’s Mandolin* by Louis de Bernières

**In a medium you know well, plan a media product inspired by or reporting on the above scenario.**

- State the medium you have chosen.
- State an audience you would target.
- Indicate the technical and cultural codes you would use and **justify your choices** from a production point of view in relation to such things as: medium; audience; the meanings you wish to convey.
- Discuss the production issues that would be specific to this particular scenario.

**(40)**

[END OF QUESTION PAPER]

## ACKNOWLEDGEMENTS

Section 2 Question 3—Extract is taken from Page 381 of *Captain Corelli's Mandolin* by Louis de Bernieres ISBN 0 7493 9754 3. Published by Vintage. Permission is being sought from Vintage, Random House Group.