

X210/12/01

NATIONAL
QUALIFICATIONS
2013

MONDAY, 3 JUNE
9.00 AM – 11.00 AM

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. Your answer should integrate at least two of these key aspects.

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

Marks

1. Narratives often contain recognisable patterns which are used to engage audiences, meet institutional needs or create representations. With reference to a media text you have studied, analyse how and why recognisable patterns have been used in the construction of Narrative. In your answer you should integrate your analysis of Narrative with at least **two other** key aspects. (40)

2. The analysis of media representations can reveal ideologies within the text which are expected to go unchallenged. Analyse how this is, or is not, the case in a media text you have studied. In your answer you should integrate your analysis of Representation with at least **two other** key aspects. (40)

3. Audiences consist of a wide range of groups and individuals with different characteristics and desires, and who respond to media texts in different ways. With reference to a media text you have studied analyse how a range of audiences might respond. In your answer you must integrate your analysis of Audience with at least **two other** key aspects. (40)

4. Institutional factors are sometimes considered to be a negative force on the creative process. In a media text you have studied analyse whether or not the institutional factors have been a negative force or have enhanced the text. In your answer you must integrate your analysis of Institution with at least **two other** key aspects. (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 skills and processes 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 **making stage**. This stage involves such things as:

- managing production and post-production tasks
- meeting and overcoming problems and production issues
- developing the content and style of your media product
- use of technology.

During the implementation stage, how did you try to ensure that your finished media product would achieve its purpose(s)? In your answer you should refer to the production process, Categories and at least **two other** key aspects. (40)

2. Scotland's police forces are sponsoring an advertising campaign which aims to improve relations between police and communities. In a medium you know well, plan **one** advertisement for the campaign, **aimed at 12-18 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** by relating them to such things as: medium, purpose; the specified target audience; the meanings you wish to convey. (40)

[Turn over for Question 3 on Page four

3. One morning, after going through the worst night of pain only to fall asleep from sheer exhaustion, he opened his eyes to feel . . . nothing. The pain was gone. Yeah, he felt a little sore and tender but that was minor compared to the howling agony he'd endured until now.

Stunned, not quite believing his troubles had disappeared like a rainbow, he crept towards his full-length mirror, turned his back on the glass and looked over his left shoulder.

There, reflected just below his face and the muscles of his neck, was a tiny, damp, and fragile-looking wing. It was slightly bent over, limp as a plant's new shoot. The top half, nearest his chin, was grey, though the colouring faded into creamy white by the time it got to the tip of the wing.

Trembling, Marcus turned his head to the right and saw an identical twin, nestled in exactly the same spot.

Emotion swelled inside him. He wondered if the wings could move. As he thought this, they flapped weakly in response. He gasped and tried again, laughing as it worked. It was as easy as moving an arm or finger.

Joy flowed through him until he was jumping on the spot, grinning from ear to ear, whooping loudly. *I've got wings*, he kept whispering under his breath. *Surely that means I can fly!*

It took twelve days for the wings to become strong. During this time Marcus hid.

His flat was on the 14th floor. Now he stared over at the huge feathery appendages he'd grown. He climbed up on the ledge and perched.

Without opening his eyes, he let himself go . . .

In a medium you know well, plan how you would create, or report 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** in relation to such things as: medium; audience; the meanings you wish to convey.
- Discuss the production issues that would be specific to the details of this particular scenario. **(40)**

[END OF QUESTION PAPER]

ACKNOWLEDGEMENTS

Section 2 Question 3—Extract is adapted from “*Flight of Freedom*” by Courttia Newland. Reproduced by permission of Courttia Newland.