

# X210/11/01

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NATIONAL  
QUALIFICATIONS  
2013

MONDAY, 3 JUNE  
9.00 AM – 10.30 AM

MEDIA STUDIES  
INTERMEDIATE 2

There are two Sections in this paper:

Section 1—Media Analysis  
Section 2—Media Production

You 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.

Your answer should be based on a professionally produced media text you have studied.

You should spend approximately 45 minutes on your answer.

This section requires you to demonstrate your understanding of the Key Aspects: Narrative, Representation, Audience and Institution. All answers should combine at least two of these Key Aspects.

Categories and/or Language may only be used in support of the four named Key Aspects: Narrative, Representation, Audience and Institution.

*Marks*

1. Narrative structure, codes, and conventions are used to attract audiences, create representations and satisfy institutions.

In a media text you have studied

(a) explain the narrative structure **and/or** codes **and/or** conventions

**and**

(b) with reference to **at least one other** Key Aspect, explain how the narrative has been used to attract audiences **and/or** create representations **and/or** satisfy institutions.

In your answer, you should link Narrative and **at least one other** Key Aspect.

(40)

2. Media representations are constructed to create portrayals of people, places, objects, ideas and events.

(a) Explain how representations have been constructed in a media text you have studied.

**and**

(b) Explain how these representations have been influenced by **one or more** from: Narrative, Audience, Institution.

In your answer, you should link Representation and **at least one other** Key Aspect.

(40)

**Section 1—Media Analysis (continued)**

3. Media texts have been made to attract specific audiences.

In a media text you have studied

(a) explain how the media text has been made for **at least two** specific audiences

**and**

(b) explain how **at least one other** Key Aspect has been used to attract these audiences.

In your answer, you should link Audience and **at least one other** Key Aspect.

**(40)**

4. Making a media text is a very complicated process.

In a media text you have studied

(a) explain how **at least two** institutional factors have affected this text

**and**

(b) explain how **at least one other** Key Aspect has been affected by these institutional factors.

In your answer, you should link Institution and **at least one other** Key Aspect.

**(40)**

**[Turn over for Section 2 on Page four**

## Section 2—Media Production

Attempt only ONE question from this Section.

You should spend approximately 45 minutes on your answer.

Your answer must be a written explanation and may be supported by, for example, diagrams, storyboard, script layout and 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 planning/pre-production stage** of your production. This stage involved for example:
  - researching your brief
  - identifying available technology
  - considering institutional constraints
  - making a plan for the content and style of your product.

How did you use **Audience** and **one other Key Aspect** to make choices and decisions during this planning/pre-production stage?

**(40)**

2. Tourism is a major contributor to the Scottish economy. VisitScotland, Scotland's national tourist board, is launching an advertising campaign to attract more visitors to Scotland.

In a medium you know well, plan **one** advertisement for that campaign, **aimed at English-speaking tourists** who live in America, Canada, New Zealand and Australia.

You must be sure to include the following.

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

Remember to give reasons for your choices from a production point of view by referring to such things as purpose, the specified target audience and/or the meanings you wish to suggest.

**(40)**

**Section 2—Media Production (continued)**

3. She had been complaining of feeling ill all that morning, but she was determined to keep working—updating her blog for her fans who read her every word, every day.

She was telling them about her latest album that was almost finished, and about her plans for a tour.

However, by early afternoon everything changed.

Her temperature rose dramatically and suddenly she felt very unwell. As she tried to get up from the desk, she fell.

I heard her cry out to me and then I heard a crashing sound.

When I got to her she was laying on the floor, groaning. She had knocked her laptop onto the tiled floor.

She was burning up. I phoned for an ambulance and then tried to help her . . .

**In a medium you know well, plan a media product using the above event.**

- State the medium you have chosen.
- State an audience you would target.
- Indicate the technical and cultural codes you would use and give reasons for your choices by referring to such things as the medium, audience and/or the meanings you wish to suggest.
- Identify the production issues that would be specific to this particular scenario.

Your knowledge of media production skills and processes is being tested, not your drawing skills.

Remember to justify your decisions from a production point of view.

**(40)**

[END OF QUESTION PAPER]

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