

# **X210/12/01**

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NATIONAL  
QUALIFICATIONS  
2012

FRIDAY, 18 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. 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. Narrative is more than beginning, middle and end. Narratives contain structural elements, codes and conventions that engage audiences, create representations, and meet institutional needs. With close reference to a text you have studied, analyse how and why the narrative has been constructed. In your answer you should integrate analysis of Narrative with at least **two other** appropriate key aspects. (40)
2. Representations in media texts are the result of deliberate choices in selection and portrayal. Analyse how and why this is so in a media text you have studied. In your answer you should integrate analysis of Representation with at least **two other** key aspects. (40)
3. Audience study involves the consideration of target audience, mode of address, preferred reading and differential decoding. Apply at least two of these concepts to a media text you have studied and analyse how they affect or are affected by at least two other aspects. In your answer you should integrate analysis of Audience with at least **two other** key aspects. (40)
4. A media text is shaped by personnel concerned with a range of institutional factors. Analyse how a professionally produced media text you have studied has been shaped by institutional factors. In your answer you should integrate analysis of Institutions 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 **planning/pre-production stage**. This stage involves tasks such as:
- researching your brief
  - identifying available technology and resources
  - considering institutional constraints
  - making a plan of the content and style of your product.

How did you use the key aspect of Audience during the planning stage? In your answer you should refer to the planning process, Audience and at least **two other** key aspects. (40)

2. In recent years the number of teenagers dying as a result of swimming accidents in Scotland's rivers and lochs has increased. Concerned by this, the Scottish government is launching a cross-media campaign to educate teenagers about this issue.

In a medium you know well, plan **one** advertisement for that campaign **aimed at teenagers**.

- 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: purpose; the specified target audience; the meanings you wish to convey. (40)

[Turn over for Question 3 on Page four

3. A tall and graceful young woman, wearing a white dress, leaves the hospital after midnight with a baby in her arms. The wind is howling. Her long, black hair blows across her face, hiding her features. Leaves rustle near her feet. Dust scatters. Lightning flashes. She walks with heavy footsteps towards the church, holding her baby close.

She reaches the door of the church and uses the metal knocker. The wind is so strong, it drowns out the sound. She looks around as if her time is limited. With tears streaming from her eyes, she covers the baby with kisses. Then she places him in the bin, arranging his clothes to make him comfortable. She takes one final look at the baby, turns her eyes from him and then runs away, disappearing into the night.

**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]