

X210/201

NATIONAL
QUALIFICATIONS
2009

WEDNESDAY, 3 JUNE
1.00 PM – 2.30 PM

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 fiction or non-fiction 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. When you study a media text, you learn that its narrative has been very carefully constructed.

Explain how the narrative structure **and/or** narrative codes in a media text you have studied have been shaped to engage audiences, **or** develop representations **or** meet institutional demands.

In your answer you should integrate Narrative with **at least one other key aspect.** (40)
2. Media representations contain cultural assumptions of people, places, events and issues.

What cultural assumptions are used to construct the representations in a media text you know well?

In your answer you should integrate Representation with **at least one other key aspect.** (40)
3. Audiences like texts that give them what they want or expect.

Explain how such things as the characteristics, wants and expectations of the audience(s) are used to construct a text you know well.

In your answer you should integrate Audience with **at least one other key aspect.** (40)
4. The producers of any media text are influenced by institutional factors such as market forces, legal regulations, budget and so on.

Explain how **at least two** institutional factors affected a media text you know well.

In your answer you should integrate Institution with **at least one other key aspect.** (40)

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 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 involved such things as:

- researching your brief
- identifying available technology
- considering institutional constraints
- making a plan for the content and style of your product.

How did you use Language and **one other key aspect** to make choices and decisions during this planning stage?

(40)

2. A new advertising campaign is being launched by the Scottish Government to raise awareness of how to stay safe when using the Internet.

In a medium you know well, plan **one** advertisement for that campaign, **aimed at children in Primary 7 and in first and second year of secondary school**.

- 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. This means that you should give reasons for your choices by referring to such things as purpose, the specified target audience and/or the meanings you wish to suggest.

(40)

[Turn over for Question 3 on Page four

SECTION 2—Media Production (continued)**3. Eye-witness report**

Suddenly there was an uproar and a solid wedge of riot policemen faced the crowd of protesters. One man kept trying to get himself and his girlfriend out of the way. He was holding on to her and trying to protect her and himself.

But somehow in a surge of bodies she got torn loose from him. He struggled after her but he was caught between the two groups and he was struck to the ground from where he looked on helplessly. He lifted his eyes to see his girlfriend being taken away by the police.

In a medium you know well, plan a media product inspired by or reporting on 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 processes is being tested, not your drawing skills.

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

(40)

[END OF QUESTION PAPER]