

FOR OFFICIAL USE

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Total  
Mark

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# X210/101

NATIONAL  
QUALIFICATIONS  
2007

TUESDAY, 29 MAY  
1.00 PM – 2.00 PM

MEDIA STUDIES  
INTERMEDIATE 1

Fill in these boxes and read what is printed below.

Full name of centre

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Town

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Forename(s)

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Surname

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Date of birth

Day Month Year

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Scottish candidate number

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Number of seat

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There are two Sections in this paper:

Section 1—Media Analysis

Attempt **all** the questions in Section 1.

Section 2—Media Production

Attempt **one** question from Section 2.

Each Section is worth 40 marks.

Write your answers in the spaces provided.

A pack of storyboard sheets and equipment which includes coloured pencils, a rubber, a ruler and a sharpener has been provided for you. You should use these, where appropriate, when attempting Section 2—Media Production.

Additional space for answers will be found at the back of this Question Paper.

Before leaving the examination room you must give this book to the invigilator. If you do not, you may lose all the marks for this paper.



SECTION 1—Media Analysis

DO NOT  
WRITE IN  
THIS  
MARGIN

Attempt ALL questions in this Section.

You should spend approximately 30 minutes on this Section.

You should write answers based on a text you know well.

Marks

1. What is the name of the text you will be basing your answers on?

\_\_\_\_\_

1

2. Identify the form of this text (eg film poster, newspaper).

\_\_\_\_\_

1

3. Audiences can be described in terms of age, gender, social class, nationality, lifestyle and interests.

(a) Identify **one** audience this text is aimed at.

\_\_\_\_\_

By referring closely to the text, describe what has been included to appeal to this audience.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6

(b) Identify **at least one** audience who would **not** enjoy this text.

\_\_\_\_\_

By referring closely to the text, give reasons for your answer.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4

*Marks*

4. Stereotypes can be based on a variety of things such as gender, race, culture, age, place, nationality and class.

Identify **one** stereotype or non-stereotype in the text.

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Describe how this stereotype or non-stereotype has been made by referring closely to the text.

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10

**[Turn over**

*Marks*

5. Describe how the narrative of the text has been organised.

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Why has it been organised in this way?

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8

*Marks*

**6.** Institutional factors affect the making of media texts. These factors include:

Who owns the media company

The effect of the law on the text

The effect of the budget and resources on the text

The use of stars

The effect of advertising and advertisers on the text

The need to make a profit

and other institutional factors.

How have **at least two** institutional factors affected the text you have studied?

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**10**  
**(40)**

Marks

**SECTION 2—Media Production**

**There are three questions in this Section.**

**Question One begins on *Page six***

**Question Two begins on *Page twelve***

**Question Three begins on *Page sixteen***

**You should attempt only ONE of them.**

**You should spend approximately 30 minutes on this Section.**

**Question One**

During the Media Production Unit, you worked as part of a team and created one media product.

(a) What is the **title** of your product?

\_\_\_\_\_

Why did you give it that title?

\_\_\_\_\_

\_\_\_\_\_

2

(b) What is the **medium** of your product?

\_\_\_\_\_

1

(c) (i) What is the **genre** of your product?

\_\_\_\_\_

1

(ii) Describe **two** elements of your product that are typical of the genre.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4

*Marks*

**Question One (continued)**

(d) (i) Identify the **purpose(s)** of the product you made.

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(ii) Describe what you included in your product to achieve the purpose(s).

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**4**

**[Turn over**

Marks

**Question One (continued)**

- (e) (i) Describe your **target audience(s)**.

You must consider **at least two** from: age, social class, nationality, interest, gender, lifestyle.

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- (ii) Describe, in detail, what you included in your product to attract your target audience(s).

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8

Marks

**Question One (continued)**

(f) This question asks you about the technical and cultural codes you used in your product.

(These could include, for example, dress/costume, shot, lighting, font, colour, graphics, sound, layout or any other appropriate code.)

(i) Identify **three** codes you used in your production.

1st code \_\_\_\_\_

2nd code \_\_\_\_\_

3rd code \_\_\_\_\_

(ii) Describe, in detail, how **each** of these codes was used in your product to create the effect you wanted.

1st code

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2nd code

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3rd code

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

12

**[Turn over**

Marks

**Question One (continued)**

(g) **EITHER** do (i) or (ii). Do **not** do both.

(i) Describe how you organised the Narrative of your product and, in detail, give reasons why you did it this way.

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**OR**

(ii) Describe **one** Representation in your product and, in detail, explain why you made it this way.

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(40)

**[Turn over for Question Two on *Page twelve***

## OR Question Two

There are **two** parts to this question. Part (i) is on this page; Part (ii) is on *Page fourteen*. Be sure to answer **both** parts.

### Part (i)

*Zone* is a new dance venue in your area for under 18 clubbers.

Plan an **advertisement** for this new dance venue that will encourage the target audience to go there.

Decide on the medium you will use.

If you choose **television** or **film**, you should think about:

camera

- position (close-up, medium shot, long shot, etc)
- angle (low, high, etc)
- movement (panning, tracking, zoom, speed, etc)

editing

- fades, dissolves, cuts, etc

mise-en-scene

- costume, props, setting, colour, lighting etc

sound

- music, voice over, sound effects, dialogue.

If you choose **radio**, you should think about:

- script breakdown
- music
- sound effects
- dialogue.

If you choose **print**, you should think about:

- placement (newspaper, magazine, billboard, etc)
- size (full-page, half-page, large or small poster)
- colour
- layout
- images
- words.

**Question Two (continued)**

**Use this space to design your advert. Your drawing skills are not being tested.**

Remember to give reasons for your design on *Pages fourteen* and *fifteen*. Marks are given for your reasons.

Marks

**Question Two (continued)**

**Part (ii)**

Use the space provided on this page and on *Page fifteen* to give the reasons for your decisions.

**For television or film:**

- camera
- editing
- mise-en-scene
- sound.

**For radio:**

- script breakdown
- music
- sound effects
- dialogue.

**For print:**

- placement (newspaper, magazine, billboard etc)
- size (full-page, half-page, large or small poster)
- colour
- layout
- images
- words.

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Marks

**OR Question Three**

There are **two** parts to this question. Part (i) is on this page; Part (ii) is on *Page eighteen*. Be sure to answer **both** parts.

**Part (i)**

*Pulse* is a chain of successful dance venues for over 18s. It plans to attract a new market of under 18 clubbers by opening from 6 pm to 10 pm on Saturdays.

As part of this plan it is launching a new website.

Design the **homepage for this website** aimed at this under 18 age group.

Use the space provided on *Page seventeen* to sketch your homepage.

**Question Three (continued)**

**Use this space to design your website home page. Your drawing skills are not being tested.**

Remember to give reasons for your design on *Pages eighteen* and *nineteen*. Marks are given for your reasons.

*Marks*

**Question Three (continued)**

**Part (ii)**

When you have made your sketch, **give reasons** for your choice of:

- (a) layout
- (b) images (still and/or moving)
- (c) sound (if any)
- (d) links
- (e) colour
- (f) advertisements
- (g) words.

Use the space provided on this page and on *Page nineteen* to give your reasons.

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