

FOR OFFICIAL USE

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Total
Mark

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X210/10/01

NATIONAL
QUALIFICATIONS
2014

WEDNESDAY, 21 MAY
9.00 AM – 10.00 AM

MEDIA STUDIES INTERMEDIATE 1

Fill in these boxes and read what is printed below.

Full name of centre

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Town

--

Forename(s)

--

Surname

--

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

Marks

Attempt ALL questions in this Section.

You should spend approximately 30 minutes on this Section.

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

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

_____ **1**

2. What kind of text is it (eg film poster, magazine, etc)?

_____ **1**

3. (a) The text you have studied has a narrative structure.

Write down the main stages of the narrative structure and give examples of **each** stage from the text.

8

3. (continued)

Marks

(b) Give a reason why the narrative structure has been made this way.

2

[Turn over

4. Audiences react differently to media texts. These reactions could include interest, boredom, anger, excitement, etc. *Marks*

(a) Name **one** audience that would **enjoy** this text.

1

(b) By referring closely to the text, describe what has been included **in the text** to make this audience enjoy it?

5

(c) There are other audiences who have a **different** reaction to this text. Name **one** audience that would have a **different** reaction to this text.

What reaction would **this** audience have to the text?

1

(d) By referring closely to the text, describe what things in this text would cause **this** audience to react differently?

5

Marks

5. All media texts contain stereotypes and/or non-stereotypes of people, places, nationalities, events, ideas etc.

(a) Identify **one** stereotype or **one** non-stereotype in the text you have studied.

1

(b) By referring closely to the text, describe in detail how this stereotype or non-stereotype has been made.

4

(c) Identify **one other** stereotype or non-stereotype in the text you have studied.

1

(d) By referring closely to the text, describe in detail how this **other** stereotype or non-stereotype has been made.

4

Section 2—Media Production

Marks

There are three questions in this Section.**Question One begins on *Page seven*
Question Two begins on *Page thirteen*
Question Three begins on *Page eighteen*****You should attempt only ONE of these questions.****You should spend approximately 30 minutes on this Section.****Question One**

In your Media Production Unit, you worked as part of a team that researched, planned, made and evaluated a media product. You should base your answers on the media product you made.

When you were **planning** you had to think about purpose(s), audience(s), genre and research.

(a) What was the **purpose(s)** of your product?

1

(b) What was the **audience(s)** for your product?

1

(c) What was the **genre** of your product?

1

(d) (i) What **research** did you carry out?

1

[Turn over

Marks

Question One (d) (continued)

(d) (ii) What did you find out from this research?

2

(e) After thinking about purpose(s), audience(s), genre and research, you decided what to include in your media product eg storyline, information, people/characters.

Describe what you decided to include in your media product **and** give reasons for your decisions.

6

Question One (continued)

Marks

(f) When making the text you and your group thought about how you would use media language. This media language included codes such as dress/costume, shot, font, colour, graphics, sound, layout and any other appropriate codes.

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

1st code _____

2nd code _____

3rd code _____

4th code _____

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

1st code used and reason for its use _____

4

2nd code used and reason for its use _____

4

[Turn over

Question One (f) (ii) (continued)

Marks

3rd code used and reason for its use _____

4

4th code used and reason for its use _____

4

Question One (continued)

Marks

(g) Your production was affected by institutional factors such as time, the skills of the people in the group, the budget available, the equipment available and so on.

Some of these institutional factors would have helped you. Some of these factors would have caused you problems.

(i) Identify **one** institutional factor that **helped** you to make your media product.

1

(ii) Describe what this factor helped you to do.

3

(iii) Identify **one problem** that was caused by an institutional factor.

1

(iv) Describe how you got round this problem.

3

Question One (continued)

Marks

(h) This question asks you to think about what you have done in the Production Unit.

(i) What changes would you make to **improve** the final media product that you made?

2

(ii) How would you improve how you carried out **your** tasks in the Production Unit?

2

(40)

OR Question Two

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

Part (i)

A new range of healthy fizzy drinks is being launched. There are three different flavours: orange, blackcurrant and apple. The drinks are made from fruit juice, spring water and a little bit of fizz. The drink has no artificial colours or added sugars. It is a **healthier** alternative to traditional fizzy drinks. The brand name is FizzaZ!

Design **one** advertisement aimed at a **teenage target audience**. The purpose of the advert is to persuade **teenagers** to buy this new drink.

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.

If you choose a **website homepage**, you should think about:

- layout
- images (still and/or moving)
- sound (if any)
- links
- colour
- words.

Question Two (continued)

**Use this space to design your advert. Your drawing skills are not being tested.
If you wish, you may instead use the storyboard provided.**

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

Question Two (continued)

Marks

Part (ii)

Use the space provided on this page and on *Pages sixteen and seventeen* 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.

For a website homepage:

- layout
- images (still and/or moving)
- sound (if any)
- links
- colour
- words.

OR Question Three

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

Part (i)

Show how you would turn the following story into a media text. It could be turned into a film or television programme, a film trailer, a newspaper or magazine article, or a poster, for example.

It had rained all morning. Great splats of rain were driving against the window, running down it and onto the ledge. In the street below, the water was running at speed. The gutters could not drain the water away. As he watched from the window, he thought that the road looked like a river in flood, It was brown and angry looking. And it was getting deeper and more powerful as he watched.

He noticed with surprise that, very quickly, branches from trees—and even a car—were passing under his window, driven on by the power of the water.

The river must have burst its banks, he thought. Just as well this is a flat on the top floor.

Just then with a crash, the window and the wall fell away into the raging water below.

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 Three (continued)

**Use this space to design your media text. Your drawing skills are not being tested.
If you wish, you may instead use the storyboard provided.**

Remember to give reasons for your design on *Pages twenty, twenty-one and twenty-two*.
Marks are given for your reasons.

Question Three (continued)

Marks

Use this page to give the reasons for your decisions.

(40)

[END OF QUESTION PAPER]

