

FOR OFFICIAL USE

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Total  
Mark

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**X210/10/01**

NATIONAL TUESDAY, 12 MAY  
QUALIFICATIONS 9.00 AM – 10.00 AM  
2015

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

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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.





**3. (continued)**

*Marks*

(b) Give reasons why the narrative has been made in this way.

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2

**[Turn over**

4. Media texts target more than one audience, eg by different ages, gender, social class, interest, and/or nationality. *Marks*

(a) Name **one** audience targeted by the text.

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Describe in detail what has been included in the text to appeal to this audience.

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4

(b) Name **another** audience targeted by the text.

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Describe in detail what has been included in the text to appeal to this different audience.

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4

*Marks*

**4. (continued)**

- (c) Give an example from the text of something that a particular audience might not like.

Give a reason why they would not like this example.

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**2**

**[Turn over**

Marks

5. Texts contain representations of people, places, events and things.

(a) (i) Describe in detail the way one representation has been made in the text.

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4

(ii) Why might the producers have made it this way?

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1

(b) (i) Describe in detail the way **another** representation has been made in the text.

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4

(ii) Why might the producers have made it this way?

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1

Marks

6. (a) Name **one** institutional factor that has affected the text.

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1

(b) Describe in detail the ways that this factor has affected this text.

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3

(c) Name another institutional factor that has affected the text.

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1

(d) Describe in detail the ways that this factor has affected this text.

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3

(40)

[Turn over

**Section 2—Media Production**

*Marks*

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

**Question One begins on *Page eight***

**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**

- (a) In your production you were given a brief. Describe what the brief asked you to do.

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2

- (b) (i) Describe the research you did.

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2

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

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2



Marks

**Question One (b) (continued)**

(b) (iii) What decisions did you make as a result of this research?

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4

(c) (i) Describe in detail the narrative of your media production.

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4

(ii) Give reasons why you made the narrative this way.

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2

**Question One (continued)**

Marks

(d) Your brief and your research helped you decide which codes to use. These codes may have included, for example, lighting, font, shot size, framing, dress/costume, sound, colour, editing, character formatting, layout or 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

**Question One (d) (ii) (continued)**

*Marks*

3rd code used and reason for its use \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4th code used and reason for its use \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4

4

- (e) (i) Describe a representation you made. (You may **not** refer to a representation used to support your answer in question (d).)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2

- (ii) Explain why you made it this way.

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

2

**Question One (continued)**

*Marks*

(f) Describe any institutional problems you had to deal with during your media production and how you dealt with them.

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4  
(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)

The Scottish Government wants to raise awareness of the importance of having a smoke alarm in the home.

Plan an advertisement to encourage families to install smoke alarms in their homes.

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.**









### 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.

*The bus whizzed past as he got to the end of the street. The boy ran around the corner and along the busy road. Further along the road the bus had stopped and a crowd of teenagers moved on to the bus in a crush.*

*The boy kept running. Only a few metres to go . . . disaster. His money fell out of his trouser pocket. He ran back and scabbled on his hands and knees picking it up.*

*Then he got up and started to run towards the bus that had just started to move away. He chased after it, hoping to catch it at the traffic lights. But the lights were at green. He slowed down, coughing and breathing hard.*

*And then he spotted Jamie . . .*

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.**









