

X210/11/01

NATIONAL
QUALIFICATIONS
2014

WEDNESDAY, 21 MAY
9.00 AM – 10.30 AM

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 professionally produced media 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. Narrative uses recognised patterns to make understandable structures, codes or roles.

With close reference to a media text you have studied:

(a) explain how narrative structure(s), **and/or** codes **and/or** roles have been made

and

(b) explain, by referring to **at least one other** Key Aspect, why narrative has been made in this way.

You should explain and link Narrative and **at least one other** Key Aspect in your answer.

(40)

2. Representations are constructed through the portrayal of people, places, events, issues.

With close reference to a media text you have studied:

(a) explain how the representations have been constructed

and

(b) explain **why** the representations have been made this way by referring to **at least one other** Key Aspect.

You should explain and link Representation and **at least one other** Key Aspect in your answer.

(40)

Section 1—Media Analysis (continued)

3. The needs and desires of the target audience(s) are crucial to the success of a media product.

With close reference to a media text you have studied:

- (a) explain what has been included to appeal to the needs and desires of the target audience(s)

and

- (b) explain how **at least one other** Key Aspect has been influenced by this need to appeal to the needs and desires of the target audience(s).

You should explain and link Audience and **at least one other** Key Aspect in your answer.

(40)

4. A media text is the result of a complex set of institutional factors eg legal constraints, the impact of finance, the effect of ownership.

With close reference to a media text you have studied:

- (a) explain **at least two** institutional factors that were influential in getting the text made

and

- (b) with reference to **at least one other** Key Aspect, explain how these institutional factors affected the text.

You should explain and link Institution and **at least one other** Key Aspect in your answer.

(40)

[Turn over for Section 2 on Page four

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 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 of your production. 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.

Explain how the decisions you made in the planning stage were based upon your knowledge of Representation and **at least one other Key Aspect**. (40)

2. As part of the Scottish Government’s plan to involve young people in the cultural life of Scotland they are sponsoring a “Young Scotland’s Got Talent” competition. Auditions will be held in towns and cities all over Scotland. The final will be shown on television.

In a medium you know well plan **one** advertisement to launch the competition nationally, aimed at the **14–18 age group**.

You must be sure to include the following:

- 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 by referring to such things as purpose, the specified target audience and/or the meanings you wish to convey. (40)

Section 2—Media Production (continued)

3. The wipers swept right, left, right, left: two arcs against the dark windscreen. Swish, swash. The headlights cut through the darkness of the country road. His hands gripped the wheel. He was tense as he steered the car around the corner, his view limited by the high hedges that lined the unlit, country road.

As he rounded the corner, he saw the tree. Slamming his foot on the brake, he desperately tried to stop. But there was nothing he could do.

With a bang the car hit the tree. Another bang as the airbag inflated pushing him against the back of the seat and away from the windscreen and side-window.

Then just the sound of rain on the roof.

After a few moments, the man began to move. He pushed his way through the airbags and staggered outside the car. Pulling out his phone, he pushed the buttons 999 . . .

“Hello, hello. There’s been an accident.”

“Yes, sir. Can I have your name?”

“ My name? My name . . .”

In a medium you know well, plan a media product using 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 skills and processes is being tested, not your drawing skills.

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

(40)

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