

# X210/11/01

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NATIONAL  
QUALIFICATIONS  
2015

TUESDAY, 12 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. Producers of media texts use narrative to allow people to make sense of texts. With close reference to a media text you have studied:

(a) explain how the narrative has been made

**and**

(b) with reference to **at least one other** Key Aspect, explain in detail why the narrative has been made this way.

In your answer, you should explain and link Narrative and **at least one other** Key Aspect.

**(40)**

2. Media texts can provide negative and/or positive representations of groups in society, places, events and issues.

With close reference to a media text you have studied:

(a) explain how a positive **or** a negative representation of a group **or** groups in society **or** places, **or** events **or** issues has been constructed in the text

**and**

(b) with reference to at least one other Key Aspect, explain **why** the representation has been made this way.

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

**(40)**

**Section 1—Media Analysis (continued)**

3. Delight or despair? Audiences may react to media texts in different ways.

With close reference to a media text you have studied:

(a) explain in detail how at least **two different audiences** might react to the text

**and**

(b) explain how **at least one other** Key Aspect may have influenced these reactions.

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

**(40)**

4. All media texts involve institutional factors such as ownership, budgets, legal requirements etc.

With close reference to a media text you have studied:

(a) give details of **one or more** institutional factors that affected the text

**and**

(b) explain how the institutional factor(s) you have chosen influenced **at least one other** Key Aspect.

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 Language and **at least one other Key Aspect**.

**(40)**

2. The Scottish Government is launching a major advertising campaign to support good health and wellbeing. During the summer holidays, under 18s will be able to access all local authority sports facilities, swimming pools, and fitness and leisure classes free of charge.

In a medium you know well, plan **one** advert for that campaign, aimed at **14–17 year olds**, to inform them of the scheme and encourage them to use their local facilities.

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 suggest.

**(40)**

**Section 2—Media Production (continued)****3.** “Gorgeous. Absolutely gorgeous.”

The young man spoke directly to the mirror as he ran a brush through his hair. Checking himself out, he applied another dab of hair gel and turned this way and that to see himself from every angle.

“Gorgeous. Drop dead gorgeous.”

He picked up his jacket, slipped it on and grabbed the can of “**BM**” and sprayed it on one last time. One last look. He looked gorgeous. He smelt gorgeous. He was a *real* babe magnet . . .

He swaggered along the road glancing at his reflection in shop windows as he passed. He was a knock out. She was a lucky girl.

“Lucky,” he said out loud, as he walked along the pavement.

He saw the ladder. He saw his date, the girl, framed by the ladder and the wall against which it lay. He saw her wave, but was too cool to wave back. He did not see the paint-can begin to move.

“Lucky girl,” he breathed.

At that moment the paint-can began to fall . . .

**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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