

X210/11/01

NATIONAL
QUALIFICATIONS
2012

FRIDAY, 18 MAY
1.00 PM – 2.30 PM

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. A media text is made using narrative codes, narrative structures and narrative conventions. In a media text you have studied:

- (a) explain the narrative codes **and/or** narrative structures **and/or** narrative conventions which have been used,

and

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

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

(40)

2. In your Media Studies course, you studied how and why the representations in a particular media text were made. In a media text you have studied:

- (a) explain how the representations were constructed,

and

- (b) with reference to **at least one other** Key Aspect, explain why these representations were made this way.

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

(40)

3. Media texts are targeted at audiences of different genders and who have various interests, backgrounds and ages. In a media text you have studied:

- (a) explain how **at least two** different audiences have been targeted,

and

- (b) explain how **at least one other** Key Aspect has been influenced by these target audiences.

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

(40)

Section 1—Media Analysis (continued)

Marks

4. Institutional factors that affect the making of a media text include ownership, internal and external controls. In a media text you have studied:
- (a) explain **at least two** institutional factors that affected the making of the text,
and
 - (b) explain how **at least one other** Key Aspect has been influenced by these institutional factors.

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

(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 for example:
 - researching your brief
 - identifying available technology
 - considering institutional constraints
 - making a plan for the content and style of your product.

How did you use **Language** and **at least one other** Key Aspect to make choices and decisions during this planning/pre-production stage?

(40)

2. Your local council is planning a multi-media advertising campaign to encourage greater use of local services such as leisure and recreation, parks, libraries, etc. The campaign is **aimed at families**.

In a medium you know well, plan **one** advertisement for this campaign **aimed at families**.

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. As she watched through the window from the pavement outside, fifteen year-old Alison Fleming saw an armed robber holding up the terrified staff of a local newsagents at gun point.

She calmly watched him getting into his waiting getaway car, noted the number of the car and then alerted the police by using her mobile phone.

A few days later she picked the man, Peter Wilson, out at a police identification parade and when he appeared at the High Court, he admitted the crime in the face of the evidence provided by the young girl's eye witness account.

He was jailed for five years.

The girl received an award for her quick thinking.

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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