

X210/12/01

NATIONAL
QUALIFICATIONS
2014

WEDNESDAY, 21 MAY
9.00 AM – 11.00 AM

MEDIA STUDIES
HIGHER

There are two Sections in this paper:

- Section 1—Media Analysis
- Section 2—Media Production

Candidates 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 which must answer the question asked.

You should spend approximately one hour on this Section.

This Section requires you to demonstrate your understanding of at least three key aspects from Narrative, Representation, Audience and Institution. Your answer should integrate at least two of these key aspects.

Categories and/or Language should only be used in support of the four named key aspects: Narrative, Representation, Audience and Institution.

Marks

1. In both fiction and non-fiction media texts, the construction of narrative is the process of organising content into structures, codes and conventions. With reference to a media text you have studied, analyse how the Narrative has been constructed and how it has influenced, or been influenced by, at least two other key aspects. In your answer you should integrate analysis of Narrative with at least **two** other key aspects. (40)

2. The representation of people, places, events or ideas varies from text to text. There may be many reasons for this variety. Referring to a media text you have studied, analyse representations and give reasons for the specific shape they take. In your answer you should integrate analysis of Representation with at least **two other** key aspects. (40)

3. Without audience(s) media texts are unable to create meaning and pleasure. Analyse the features which create meaning and pleasure for the audience(s) in a media text you have studied. In your answer you should integrate analysis of Audience with at least **two other** key aspects. (40)

4. Media texts are deliberately constructed in particular ways. Often this can be because of particular institutional factors. Give details of internal and/or external institutional factors relevant to the making of a media text you have studied, and go on to analyse how these influenced the construction of the text. In your answer you should integrate analysis of Institution with at least **two other** key aspects. (40)

SECTION 2

MEDIA PRODUCTION

Attempt only ONE question from this Section.

You should spend approximately one hour on this Section.

Your answer must be in a format appropriate to the question, such as

- an essay

OR

- a written explanation including, for example, diagrams, storyboard, script layout or 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 **evaluation stage**. This stage involved things such as:

- evaluating the success of your product in meeting its purpose
- evaluating the success of your product in targeting your given audience
- drawing conclusions about your understanding of production processes.

How effectively do you think your end product targeted your audience(s)? In your answer you should refer to the production process and at least **three** key aspects, one of which should be Audience. (40)

2. The Scottish Government is launching a cross-media advert campaign to encourage families to reduce their personal carbon footprint by making lifestyle changes such as: lowering central heating temperatures; driving more slowly and less often; using low energy light bulbs; installing energy meters in the home, and so on.

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

- State the medium you have chosen for the given audience.
- Indicate the content and style of your advert and justify your choices.
- Indicate the technical and cultural codes you would use and justify your choices.

Remember to **justify your choices from a production point of view** by relating them to such things as: purpose; the specified target audience; the meanings you wish to convey. (40)

[Turn over for Question 3 on Page four

SECTION 2 MEDIA PRODUCTION (continued)

3. Trapped!

The two girls walked further across the beach. The tide was out and the wet, muddy sand sucked at their feet and oozed through their toes as they walked. Today, the sky was an uninterrupted blue although for the whole of that week the rain had fallen almost continuously, softening the sand and turning it in places into muddy slop.

The girls were busy chattering about this and that when, in the distance, they heard faint cries for help and turned in the direction of the sound. Then they saw her: it was a girl, trapped in the sand.

Without thinking, the girls waded about 200 metres towards the girl. Suddenly, they too got sucked down until they were waist deep.

They began to panic, shout and wave at onlookers on the beach.

Using a mobile phone an onlooker phoned the coast guard. 20 miles away, the rescue team, wearing survival suits and boots, raced to the helicopter and took off.

All the while, the tide was slowly coming in . . .

In a medium you know well, plan how you would create, or report on, the above scenario.

- State the medium you have chosen.
- State an audience you would target.
- Indicate the technical and cultural codes you would use and **justify your choices** in relation to such things as: medium; audience; the meanings you wish to convey.
- Discuss the production issues that would be specific to the details of this particular scenario. **(40)**

[END OF QUESTION PAPER]