

X210/12/01

NATIONAL
QUALIFICATIONS
2015

TUESDAY, 12 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. A media text will be most successful if its material is well organised using structures, codes and conventions. Analyse the Narrative of a media text you have studied, and explain how it is combined with at least **two other** key aspects to create a successful product. In your answer you should integrate analysis of Narrative with at least **two other** key aspects. (40)
2. By conforming to or challenging assumptions, representations play a part in shaping our views about society. Analyse how this is so in a media text you have studied. In your answer you should integrate analysis of Representation with at least **two other** key aspects. (40)
3. Media texts are shaped by the need to attract different audiences. With reference to a media text you have studied, analyse how different audiences are attracted to the text. In your answer you should integrate analysis of Audience with at least **two other** key aspects. (40)
4. "He who pays the piper calls the tune."
With reference to a media text you have studied, consider whether or not finance was the only institutional factor which affected the making of the text. In your answer you must 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 **planning/pre-production stage**. This stage involves tasks such as:
 - researching your brief
 - identifying available technology and resources
 - considering institutional constraints
 - making a plan of the content and style of your product.

Discuss how purpose and/or genre affected your planning tasks and decisions. In your answer you should refer to the planning process, to Categories and at least **two other** key aspects. (40)

2. A new TV programme called The Source is being launched in September, to be screened on Channel 4 at 5pm on Mondays. It will have a mix of lifestyle, entertainment and more serious topics, reflecting the likes and lives of 11–14 year olds.

In a medium you know well, plan **one** advert to promote the new programme, aimed at **11–14 year olds**.

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 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. He was not expecting me to turn up on his doorstep. I rang the doorbell of the ground floor flat, glancing at the police in the surveillance van parked in the street outside, recording everything we said.

“Come in,” he said. “This is a . . . surprise.”

I sat down.

“Is everything going . . . well?” he asked.

He was standing beside a desk. He opened one of the drawers.

“Come over here,” he said, calmly.

I got up and crossed over to him. In the drawer was a gun. He picked it up and glared at me.

“What do you think you’re doing, coming here like this?” he hissed.

I didn’t know what to say. I was terrified. What was he going to do?

“Put the gun down,” I pleaded.

Then he started walking towards the door.

He pointed the gun at me and said coldly, “Come on.”

I had to go along with him. We walked into the deserted street together. Then all hell broke out.

Armed police, pointing their guns at us, screamed at us to lie down.

As they advanced on us, he turned and glared at me.

“Traitor!”

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** from a production point of view 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]