

[C058/SQP185]

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Advanced Higher  
Media Studies  
Specimen Question Paper

Time: 2 hours

NATIONAL  
QUALIFICATIONS

There are two Sections in this paper:

- Section 1—Media Analysis and Media Production (combined)
- Section 2—Part A—Media Analysis  
Part B—Media Production.

You should attempt questions from **one** Section only.

**EITHER**

Attempt **one** question from Section 1—Media Analysis and Media Production (combined)

**OR**

Attempt **two** questions from Section 2—**one** from Part A—Media Analysis

**AND**

**one** from Part B—Media Production

Each Section is worth 40 marks.

In Section 1, each question is worth 40 marks.

In Section 2, each question is worth 20 marks.

## SECTION 1

### MEDIA ANALYSIS AND MEDIA PRODUCTION (combined)

*Marks*

**Attempt only ONE question from this Section and spend TWO hours on your answer.**

**Your answer should be in the form of an essay**

**OR**

**an extended response with diagrams, charts, or any other form of communication you feel is appropriate.**

**This Section requires you to combine your knowledge and understanding of analytical concepts and production processes in answering the question.**

1. How are changes in technology affecting the aesthetics, production processes and distribution of media texts?

In your answer you should refer to both professional practices and to your own experience of small scale production.

**(40)**

2. Recent advances in the technologies of media production have profound effects on narrative forms and representational practices.

Discuss with reference **both** to professional practices **and** to your own production experience.

**(40)**

## SECTION 2

### MEDIA ANALYSIS AND MEDIA PRODUCTION

*Marks*

**Attempt TWO questions from this Section:**

**ONE from Part A—Media Analysis**

**AND**

**ONE from Part B—Media Production.**

**You should spend approximately ONE hour on EACH answer.**

**Your answers should be in the form of an essay**

**OR**

**an extended response with diagrams, charts, or any other form of communication you feel is appropriate.**

#### PART A

##### MEDIA ANALYSIS

1. Compare and contrast the strengths and weaknesses of a context-centred method of media analysis with those of a text-centred one. (20)
2. “The only valid way to understand how a media text works is to ask the audience.”  
(Jarvis Bridges, 1987)  
How far would you agree with the above statement? (20)

#### PART B

##### MEDIA PRODUCTION

1. In the Media Production Unit for this course, you were involved in making two media products. What differences are there in the characteristics of your two selected media forms in terms of the choices you made in order to reach a target audience? (20)
2. In most professional media productions, there are very well-defined roles. Under pressure from technological change and institutional change resulting from this, these distinctions become blurred. What advantages and disadvantages can you see in this process? Justify your opinion with examples from **both** professional practice **and** your own production experience. (20)

[END OF SPECIMEN QUESTION PAPER]



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Advanced Higher  
Media Studies  
Specimen Marking Instructions

NATIONAL  
QUALIFICATIONS

## **SECTION 1**

1. Apply the Extended Mark Scale for Media Analysis.  
Apply the Extended Mark Scale for Media Production.  
Headroom—if the candidate mentions relevant historical examples of medium.  
To pass, the candidate must answer all parts of the question.
2. Apply the Extended Mark Scale for Media Analysis, but the candidate does not have to mention Audience to pass.  
Apply the Extended Mark Scale for Media Production.  
Headroom—if the candidate integrates Audience.  
To pass, the candidate must answer all parts of the question.

## **SECTION 2**

### **PART A**

1. Apply the Extended Mark Scale for Media Analysis, but only as related to context-centred and text-centred methods. The candidate does not need to mention audience-centred methods to pass.  
The candidate does not need to mention Application to pass.  
Headroom—if the candidate mentions more than one analytic method in each relevant category.
2. Apply the Extended Mark Scale for Media Analysis, but the candidate need only mention either Contextual or Textual in addition to Audience.  
To pass, the candidate must discuss the statement.  
To pass, the candidate must discuss specific text(s).  
Headroom—if the candidate mentions all three methods of analysis.

### **PART B**

1. Apply the Extended Mark Scale for Media Production (both Characteristics of chosen media and Production Decisions) but the candidate need not mention Key Tasks and Personnel. Headroom—see Extended Mark Scale.  
To pass, the candidate must answer all parts of the question.  
To pass, the candidate must mention two forms and target audience.
2. Apply the Extended Mark Scale for Media Production in terms of Production Decisions.  
The candidate does not need to refer to Characteristics of chosen media, but headroom lies in this.  
To pass, the candidate must answer all parts of the question.

## Media Studies (AH)

### Media Analysis—Extended Mark Scale

#### Supplementary Advice for External Examination Markers

Marks 0–9	Marks 10–11	Marks 12–13	Marks 14–16	Marks 17–20
<p>Performance at this level is characterised by ONE or more of the following:</p> <ul style="list-style-type: none"> <li>• description of the method of analysis is unclear and/or invalid</li> <li>• analysis is unclear and/or invalid</li> <li>• explanation rather than analysis</li> <li>• omission of either strengths or weaknesses</li> <li>• lack of justification.</li> </ul>	<p><b>Methods</b></p> <p>Clear and valid description of one method of analysis from each of three areas.</p> <p><b>Application</b></p> <p>Analysis is clear and valid.</p> <p><b>Evaluation</b></p> <p>Strengths and weaknesses of the chosen method are adequately analysed.</p>	<p><b>Methods</b></p> <p>Clear and valid to some depth, detail and insight of at least one method of analysis from each of the three areas.</p> <p><b>Application</b></p> <p>Analysis is in some depth and detail, and demonstrates some insight.</p> <p><b>Evaluation</b></p> <p>Strengths and weaknesses of the chosen method are clearly analysed.</p>	<p><b>Methods</b></p> <p>Clear and valid description with considerable detail, depth and insight of at least one method of analysis from each of the three areas.</p> <p><b>Application</b></p> <p>Analysis is in considerable depth, detail and demonstrates considerable insight.</p> <p><b>Evaluation</b></p> <p>Strengths and weaknesses of the chosen method are fully analysed.</p>	<p>Performance at this level is characterised by ONE of the following in addition to all the criteria for marks 14–16:</p> <ul style="list-style-type: none"> <li>• reference to and application of more than one method of analysis in any area</li> <li>• wide and critical analysis awareness of other relevant texts including, where appropriate, analysis of intertextual elements</li> <li>• confident, consistent and correct use of critical vocabulary</li> <li>• evaluation will show considerable insight and some originality.</li> </ul>

## Media Studies (AH)

### Media Production—Extended Mark Scale

#### Supplementary Advice for External Examination Markers

Marks 0–9	Marks 10–11	Marks 12–13	Marks 14–16	Marks 17–20
<p>Performance at this level is characterised by ONE or more of the following:</p> <ul style="list-style-type: none"> <li>• explanation rather than analysis</li> <li>• omission of one or more of the following:               <ul style="list-style-type: none"> <li>– key tasks and personnel</li> <li>– creative choices</li> <li>– institutional and technological conventions/opportunities</li> <li>– justification</li> <li>– either purpose or target audience</li> <li>– analysis either invalid and/or inappropriate.</li> </ul> </li> </ul>	<p><b>Characteristics of chosen media</b></p> <p>Analysis of characteristics of chosen media is clear, valid, appropriate and adequately justified with reference to target audience.</p> <p><b>Production decisions</b></p> <p>Analysis of production decisions is clear, valid and adequately justified with reference to:</p> <ul style="list-style-type: none"> <li>• key tasks and personnel</li> <li>• creative choices made</li> <li>• institutional and technological constraints and opportunities.</li> </ul>	<p><b>Characteristics of chosen media</b></p> <p>Analysis of characteristics of chosen media is clear, valid, appropriate and well-justified with reference to purpose and target audience.</p> <p><b>Production decisions</b></p> <p>Analysis of production decisions is clear, valid and well-justified with reference to:</p> <ul style="list-style-type: none"> <li>• key tasks and personnel</li> <li>• creative choices made</li> <li>• institutional and technological constraints and opportunities.</li> </ul>	<p><b>Characteristics of chosen media</b></p> <p>Analysis of characteristics of chosen media is clear, valid, appropriate and justified with considerable insight and with reference to purpose and target audience.</p> <p><b>Production decisions</b></p> <p>Analysis of production decisions is clear, valid and justified with considerable insight into:</p> <ul style="list-style-type: none"> <li>• key tasks and personnel</li> <li>• creative choices made</li> <li>• institutional and technological constraints and opportunities.</li> </ul>	<p>Performance at this level is characterised by ONE of the following in addition to all the criteria for marks 14–16:</p> <ul style="list-style-type: none"> <li>• confident, consistent and correct use of technical vocabulary</li> <li>• insight into creative choices</li> <li>• insight into institutional constraints and opportunities</li> <li>• evidence of originality</li> <li>• knowledge and understanding of the characteristics of the chosen medium shows complexity.</li> </ul>

[END OF SPECIMEN MARKING INSTRUCTIONS]