

**2004 Media Studies**

**Higher**

**Finalised Marking Instructions**

## Higher Media Studies

### Marking Instructions

#### Analysis Section

##### General

Give candidates the benefit of the doubt when work is at the very top end of a band, and award the higher mark.

The EMS grid contains each of the PCs required for each key aspect but they have been conflated to read as one item. Be careful to separate the PCs when the marking guidelines require only one from each item.

The upper Band A descriptions have been replaced by a list of the PCs and their associated outcomes (key aspects).

If a candidate fails to attempt to answer the question, work will be marked on a scale of 0-9, depending on the quality of the answer.

##### Question-specific marking instructions:

1. Must refer to one media text.  
Must make an attempt to answer the question.  
Must achieve a minimum of one PC from Representation and the 2 other chosen aspects. 10 marks

Headroom: EMS and/or effective of integration.

Narrowly fails to achieve two PCs across the aspects 9 marks  
Clearly fails to achieve one PC in one of the aspects 9 marks  
Narrowly fails to achieve three PCs across the aspects 8 marks  
Clearly fails to achieve two PCs across the aspects 7 marks  
Clearly fails three PCs 0-6 marks
2. Must refer to one fiction and one non-fiction text.  
Must make an attempt to answer the question.  
Must achieve a minimum of one PC from each of the chosen aspects. 10 marks

Headroom: EMS and/or effectiveness of integration.

Clearly achieves one PC in each of the chosen aspects in one text but fails to do so in the other 10 marks  
Narrowly fails to achieve one PC in either of the chosen aspects 9 marks  
Narrowly fails to achieve a PC in both 8 marks  
Narrowly fails one PC and clearly fails the other 7 marks  
Clearly fails both 0-6 marks

**Where a candidate only refers to ONE text, apply the following marking scheme:**

Achieves a minimum of one PC from each of the chosen aspects	9 marks
Narrowly fails to achieve one PC in either of the chosen aspects	8 marks
Narrowly fails to achieve a PC in both	7 marks
Narrowly fails one PC and clearly fails the other	6 marks
Clearly fails both	0-5 marks

3. Must refer to one media text.  
Must refer to content **and** style.  
Must make an attempt to answer the question.  
Must achieve a minimum of one PC from each of the named aspects. 10 marks

Headroom: EMS and/or effectiveness of integration.

Achieves one PC in depth but narrowly fails the other	10 marks
Achieves one PC and narrowly fails the other	9 marks
Narrowly fails to achieve a PC in both	8 marks
Narrowly fails one PC and clearly fails the other	7 marks
Clearly fails both	0-6 marks

**Where a candidate only refers to either content OR style, apply the following marking scheme:**

Achieves a minimum of one PC from each of the named aspects	9 marks
Narrowly fails to achieve one PC in either of the named aspects	8 marks
Narrowly fails to achieve a PC in both	7 marks
Narrowly fails one PC and clearly fails the other	6 marks
Clearly fails both	0-5 marks

4. Must refer to at least one media text.  
Must refer to at least two purposes.  
Must make an attempt to answer the question.  
Must achieve a minimum of one PC from each of the chosen aspects. 10 marks

Headroom: EMS and/or effectiveness of integration.

Achieves one PC in depth but narrowly fails the other	10 marks
Achieves one PC and narrowly fails the other	9 marks
Narrowly fails to achieve a PC in both	8 marks
Narrowly fails one PC and clearly fails the other	7 marks
Clearly fails both	0-6 marks

**Where a candidate only refers to ONE purpose, apply the following marking scheme:**

Achieves a minimum of one PC from each of the chosen aspects	9 marks
Narrowly fails to achieve one PC in either of the chosen aspects	8 marks
Narrowly fails to achieve a PC in both	7 marks
Narrowly fails one PC and clearly fails the other	6 marks
Clearly fails both	0-5 marks

**EXTERNAL EXAMINATION PAPER – MEDIA ANALYSIS (H) SECTION 1**  
**EXTENDED MARK SCALE – SUPPLEMENTARY ADVICE FOR EXTERNAL EXAM MARKERS**

0 – 9 marks	10 – 11 marks	12 – 13 marks	14 – 20 marks
<p>Performance at this level is characterised by any ONE of the following:</p> <ul style="list-style-type: none"> <li>one or more omissions from the range</li> <li>explanation rather than analysis in terms of key aspects Narrative, Audience, Institution, Representation as required by the question</li> <li>omission of any one key aspect as required by the question</li> <li>failure to respond to the question.</li> </ul>	<ul style="list-style-type: none"> <li><b>Narrative</b> Interpretation of narrative codes and overall narrative structure is clear, valid and justified by reference to the text(s).</li> </ul>	<ul style="list-style-type: none"> <li><b>Narrative</b> Clear and valid interpretation of narrative codes and overall narrative structure shows in some detail and with some insight how overall meaning of the text(s) is created. The analysis integrates another key aspect of the text(s) and is adequately justified by reference to the text(s).</li> </ul>	<ul style="list-style-type: none"> <li><b>Narrative</b> Clear and valid interpretation of narrative codes and overall narrative structure shows in detail and with considerable insight how overall meaning of the text(s) is created. This analysis integrates other key aspects of the text(s) and is convincingly justified by reference to the text(s).</li> </ul>
	<ul style="list-style-type: none"> <li><b>Representation</b> Interpretation of representation is clear, valid and justified in terms of selection, portrayal and ideological discourses with reference to text(s).</li> </ul>	<ul style="list-style-type: none"> <li><b>Representation</b> Clear and valid interpretation of representation shows in some detail and with some insight how it is related to ideological discourses. The analysis integrates another key aspect of the text(s) and is adequately justified by reference to the text(s).</li> </ul>	<ul style="list-style-type: none"> <li><b>Representation</b> Clear and valid interpretation of representation shows in detail and with considerable insight how it is related to ideological discourses. The analysis integrates other key aspects of the text(s) and is convincingly justified by reference to the text(s).</li> </ul>
	<ul style="list-style-type: none"> <li><b>Audience</b> Interpretation of audience is clear, valid and justified in terms of target audience, mode of address, preferred reading and differential decoding with reference to the text(s).</li> </ul>	<ul style="list-style-type: none"> <li><b>Audience</b> Interpretation of audience is clear and valid, treats in some detail and with some insight the target audience, mode of address, preferred reading and differential decoding. The analysis integrates another key aspect and is adequately justified by reference to the text(s).</li> </ul>	<ul style="list-style-type: none"> <li><b>Audience</b> Interpretation of audience is clear and valid, treats in detail and with considerable insight the target audience, mode of address, preferred reading and/or differential coding. The analysis integrates other key aspects and is convincingly justified by reference to the text(s).</li> </ul>
	<ul style="list-style-type: none"> <li><b>Institution</b> Internal and external controls are accurately described and their effects on the text(s) are explained validly.</li> </ul>	<ul style="list-style-type: none"> <li><b>Institution</b> The analysis of a range of internal and external controls is accurate and the explanation of their effects is valid, provides some detail, shows some insight and integrates another key aspect.</li> </ul>	<ul style="list-style-type: none"> <li><b>Institution</b> The analysis of a range of internal and external controls is accurate and the explanation of their effects is valid, provides detail, shows considerable insight and integrates other key aspects.</li> </ul>
<p>In addition to demonstrating the analytical skills underpinned in Outcomes 3 - 6 (Narrative, Representation, Audience and Institution) candidates <b>may</b> demonstrate analytical skills underpinned in Outcomes 1 and 2 (Categories and Language). Marks should not be deducted if Categories and Language are not referred to.</p>	<ul style="list-style-type: none"> <li><b>Categories</b> Clear and valid application of at least two appropriate categories justified with reference to text(s) and its institutional and audience context.</li> </ul>	<ul style="list-style-type: none"> <li><b>Categories</b> Clear and valid application of two or more appropriate categories is treated in some depth and in limited detail, and is adequately justified by reference to the text(s) and the institutional and audience context. The analysis integrates other key aspects of the text(s).</li> </ul>	<ul style="list-style-type: none"> <li><b>Categories</b> Clear and valid application of two or more fully appropriate categories is treated in depth and in detail, and is convincingly justified by reference to the text(s) and the institutional and audience context. The analysis integrates other key aspects of the text(s).</li> </ul>
	<ul style="list-style-type: none"> <li><b>Language</b> Interpretation of technical and cultural codes and anchorage is clear, valid and justified by reference to the text(s).</li> </ul>	<ul style="list-style-type: none"> <li><b>Language</b> Clear and valid interpretation of language shows in some detail and with some insight how overall meaning of the text(s) is created. The analysis integrates another key aspect of the text(s) and is adequately justified by reference to the text(s).</li> </ul>	<ul style="list-style-type: none"> <li><b>Language</b> Clear and valid interpretation of language shows in detail and with considerable insight how overall meaning of the text(s) is created. The analysis integrates other key aspects of the text(s) and is convincingly justified by reference to the text(s).</li> </ul>

- Technology** – This key aspect should be incorporated into the analysis when appropriate. Although there is no outcome for this, it is one of the key aspects to which the candidate should refer if appropriate

## MEDIA ANALYSIS (H) - LIST OF THE OUTCOMES AND THEIR ASSOCIATED PCs

### **OUTCOME 3**

Analyse media texts in terms of narrative.

#### **Performance criteria**

- (a) Analysis is accurate in terms of narrative structure.
- (b) Analysis is accurate in terms of narrative codes.

### **OUTCOME 4**

Analyse media texts in terms of representation.

#### **Performance criteria**

- (a) Analysis is valid in terms of selection and portrayal.
- (b) Analysis of representation is valid in terms of ideological discourses.

### **OUTCOME 5**

Analyse media texts in terms of audience.

#### **Performance criteria**

- (a) Analysis is valid in terms of target audience, mode of address and preferred reading.
- (b) Different audience reactions are inferred and explained in terms of differential decoding.

### **OUTCOME 6**

Analyse media texts in terms of institutional contexts.

#### **Performance criteria**

- (a) Description of internal and external controls is accurate.
- (b) Effects of internal and external controls are described and explained.

**NOTE:** The object of Section 1: Media Analysis is to assess Outcomes 3 to 6 i.e. Narrative, Representation, Audience and Institutional Contexts. However, candidates may refer to categories and language (Outcomes 1 and 2) to support their answers where appropriate.

### **OUTCOME 1**

Analyse media texts terms of categories.

#### **Performance criteria**

- (a) Selection of categories is appropriate to the media text.
- (b) Application of selected categories is clear, valid and justified by relevant textual and contextual references.

### **OUTCOME 2**

Analyse media texts in terms of language.

#### **Performance criteria**

- (a) Analysis is accurate in terms of description and interpretation of technical and cultural codes.
- (b) Analysis is accurate in terms of description and interpretation of anchorage.

## Marking Guidelines

### Higher 2004

#### Section 2 – Media Production

The instructions below apply to all answers:

- use the full range of marks (0 – 20)
- mark positively – credit should be given for a genuine attempt to answer the question
- mark on content, not presentation – knowledge of Media Studies is being assessed and where this is demonstrated the candidate should not be penalised if the extended response/essay is not well-constructed (unless understanding is impeded)
- give credit for the application of production knowledge and skills
- where the response does not fit the question, mark only what is relevant
- where it is suspected that a candidate has copied/plagiarised an existing media product, and it is not justified by, for example, parody or intertextuality, refer to PA.

In order to achieve a pass, the candidate must:

- answer all parts of the question
- respond in a format appropriate to the question
- demonstrate understanding of the key aspects of Media Studies
- respond from a production view point
- demonstrate a knowledge and understanding of production processes.

#### Question-specific marking instructions:

1. The treatment should be described in terms of the target audience, choice of medium, technical/cultural codes and associated problems and solutions.

The combination of elements within the treatment should be effective in order to pass. If the treatment will not work, but the choices have been adequately justified the response may still be awarded a pass.

If choices have been fully justified	14-20 marks
If choices have been clearly justified	12-13 marks
If choices have been adequately justified	10-11 marks
If choices have been inadequately justified	8-9 marks
If choices have been poorly justified	6-7 marks
If choices have not been justified	0-5 marks

2. The response must be clear, adequately relate to target audience and should be described in terms of that target audience, choice of medium, content and style and technical/cultural codes.

The combination of elements in the advertisement should be effective in order to pass. If the advertisement will not work, but the choices have been adequately justified the response may still be awarded a pass.

If choices have been fully justified	14-20 marks
If choices have been clearly justified	12-13 marks
If choices have been adequately justified	10-11 marks

If choices have been inadequately justified	8-9 marks
If choices have been poorly justified	6-7 marks
If choices have not been justified	0-5 marks

3. The response must mention a minimum of four key aspects.  
The response should refer to the production process.  
If the relationship between the content and style, the key aspects and the production process is

Fully explained	14-20 marks
Clearly explained	12-13 marks
Adequately explained	10-11 marks

If only three aspects are fully dealt with the response may still be awarded	10 marks
If two of the three are fully dealt with and one only adequately	9 marks
Where only two key aspects are fully dealt with	8 marks
Anything less than the above	0-7 marks

[END OF MARKING INSTRUCTIONS]