

2004 Media Studies

Intermediate 2

Finalised Marking Instructions

Intermediate 2 Media Studies

Marking Instructions

Analysis

Part A

Any sensible answer with justification should be accepted.

- | | | | |
|----|-----|--|------------------|
| 1. | (a) | One from:
Inform, entertain, persuade, profit,
Justification | 1 mark
1 mark |
| | (b) | Enthusiastic, humorous, witty, studenty or other valid answer
Justification | 1 mark
1 mark |
| | (c) | Technical code
Connotation | 1 mark
1 mark |
| | (d) | Cultural code
Connotation | 1 mark
1 mark |
| | (e) | Example of anchorage
Explanation | 1 mark
1 mark |
| | | | 10 marks |

Part B

General

CANDIDATES MUST DEMONSTRATE KNOWLEDGE, UNDERSTANDING AND APPLICATION OF MEDIA STUDIES CONCEPTS

The instructions below apply to all answers:

- use the attached Extended Mark Scale, Section 1 – Media Analysis to assign a mark to each answer – EMS refers to PCs in the Extended Mark Scale
- use the full range of marks (0 – 20)
- mark answers holistically
- 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 analytical knowledge and skills
- where the response does not fit the question mark only what is relevant
- where the response fails, use the criteria on page 3 to assign a mark.

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. Be careful to separate the PCs when the marking guidelines require one only.

A list of the outcomes and their associated PCs has been attached.

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.

2. Must refer to one media text.
Must make an attempt to answer the question.
Must achieve a minimum of one PC from Narrative
and one other chosen aspect. 10 marks
Headroom: EMS and/or
effectiveness of integration.
- A good answer that narrowly fails one PC in either aspect 9 marks
A good answer that narrowly fails one PC in both aspects 8 marks
Clearly fails on PC in either of the key aspects 7 marks
Clearly fails all requirements 0-6 marks
3. Must refer to one media text.
Must make an attempt to answer the question.
Must achieve a minimum of one PC across the named aspects. 10 marks
Headroom: EMS and/or
effectiveness of integration.
- A good answer that narrowly fails one PC in either named aspect 9 marks
A good answer that narrowly fails one PC in both named aspects 8 marks
Clearly fails one PC in either of the named aspects 7 marks
Clearly fails all requirements 0-6 marks
4. Must refer to one media text.
Must make an attempt to answer the question.
Must achieve a minimum of one PC from Representation
and one other chosen aspect. 10 marks
Headroom: EMS and/or
effectiveness of integration.
- A very good answer that references a fiction text may pass 10 marks
A good answer that narrowly fails one PC in either aspect 9 marks
A good answer that narrowly fails one PC in both aspects 8 marks
Clearly fails one PC in either of the key aspects 7 marks
Clearly fails all requirements 0-6 marks
5. Must refer to one media text.
Must make an attempt to answer the question.
Must achieve a minimum of one PC from Audience
and one other chosen aspect. 10 marks
Headroom: EMS and/or
effectiveness of integration
- A good answer that narrowly fails one PC in either aspect 9 marks
A good answer that narrowly fails one PC in both aspects 8 marks
Clearly fails one PC in either of the key aspects 7 marks
Clearly fails all requirements 0-6 marks

EXTERNAL EXAMINATION PAPER - MEDIA ANALYSIS (INT 2) SECTION 1 PART B
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"> one or more omission(s) from the range absence of explanation in terms of key aspects (Narrative, Representation, Audience, Institution) as required by the question omission of any one outcome as required by the question failure to respond to the question. 	<ul style="list-style-type: none"> Narrative Explanation of narrative structure and conventions is clear, valid and adequately justified by reference to the text(s). 	<ul style="list-style-type: none"> Narrative Clear and valid explanation of narrative structure and conventions is provided in some detail. The explanation integrates another key aspect of the text(s) and is reasonably well justified by reference to the text(s). 	<ul style="list-style-type: none"> Narrative Clear and valid explanation of narrative structure and conventions is provided in detail. This explanation integrates other key aspects of the text(s) and is convincingly justified by reference to the text(s).
	<ul style="list-style-type: none"> Representation Explanation of representation is clear, valid and adequately justified in terms of selection, portrayal and perceived cultural assumptions of a target audience. 	<ul style="list-style-type: none"> Representation Clear and valid explanation of representation shows in some detail how it is related to the perceived cultural assumptions of a target audience. The explanation integrates another key aspect of the text(s) and is reasonably well justified by reference to the text(s). 	<ul style="list-style-type: none"> Representation Clear and valid explanation of representation shows in detail how it is related to selection, portrayal and perceived cultural assumptions of a target audience. The explanation integrates other key aspects of the text(s) and is convincingly justified by reference to the text(s).
	<ul style="list-style-type: none"> Audience Explanation of audience is clear, valid and adequately justified in terms of target audience 	<ul style="list-style-type: none"> Audience Explanation of audience is clear, valid and covers in some detail the target audience and different audience reactions. The explanation integrates another key aspect of the text. 	<ul style="list-style-type: none"> Audience Explanation of audience is clear and valid, and is convincingly justified in terms of target audience and different audience reactions. The explanation integrates other key aspects.
	<ul style="list-style-type: none"> Institution Ownership and external controls are accurately described and their effects on the text(s) are explained validly. 	<ul style="list-style-type: none"> Institution Ownership and external controls are accurately described, and their effects on the texts are explained in some detail. The explanation integrates another key aspect of the text. 	<ul style="list-style-type: none"> Institution Ownership and external controls are accurately described and their effects on the texts are explained in detail. The explanation integrates other key aspects.
<p>In addition to demonstrating the analytical skills underpinned in Outcomes 3 - 6 (Narrative, Representation, Audience and Institution) candidates may demonstrate analytical skills underpinned in Outcomes 1 and 2 (Categories and Language). Marks should not be deducted if Outcomes 1 and 2 are not referred to.</p>	<ul style="list-style-type: none"> Categories Clear and valid description of at least one appropriate category is justified with reference to text(s) and its institutional and audience context. 	<ul style="list-style-type: none"> Categories Clear and valid description of two or more appropriate categories is treated in limited detail, and is adequately justified by reference to the text(s) and the institutional and audience context. The explanation integrates other key aspects of the text(s). 	<ul style="list-style-type: none"> Categories Clear and valid description of two or more fully appropriate categories is treated in detail, and is convincingly justified by reference to the text(s) and the institutional and audience context. The explanation integrates other key aspects of the text(s)
	<ul style="list-style-type: none"> Language Explanation of denotation, connotation and anchorage is clear, valid and adequately justified by reference to the text(s). 	<ul style="list-style-type: none"> Language Clear and valid explanation of language shows in some detail how overall meaning of the text(s) is created. The explanation integrates another key aspect of the text(s) and is reasonably well justified by reference to the text(s). 	<ul style="list-style-type: none"> Language Clear and valid explanation of language shows in detail how overall meaning of the text(s) is created. The explanation integrates other key aspects of the text(s) and is convincingly justified by reference to the text(s).

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 a candidate should refer if appropriate.

MEDIA ANALYSIS (INT 2) - A LIST OF THE OUTCOMES AND THEIR ASSOCIATED PC'S

OUTCOME 3

Explain media texts in terms of narrative.

Performance criteria

- (a) Explanation is accurate in terms of narrative structure.
- (b) Explanation is accurate in terms of narrative conventions.

OUTCOME 4

Explain media texts in terms of representation.

Performance criteria

- (a) Explanation is valid in terms of selection and portrayal.
- (b) Representations are related appropriately to the perceived cultural assumptions of the target audience.

OUTCOME 5

Explain media texts in terms of audience.

Performance criteria

- (a) Definition and description of target audience is justified by reference to the text.
- (b) Different audience reactions are inferred and explained.

OUTCOME 6

Explain media texts in terms of institutional contexts.

Performance criteria

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

NOTE: The object of Part B: 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

Explain media texts in terms of categories.

Performance criteria

- (a) Description of medium, purpose, form, genre and tone is accurate and justified by reference to the text.
- (b) Categorisation is related appropriately to institutional and audience contexts.

OUTCOME 2

Explain media texts in terms of language.

Performance criteria

- (a) Explanation of technical codes is accurate in terms of denotation and connotation.
- (b) Explanation of cultural codes is accurate in terms of denotation and connotation.
- (c) Explanation is accurate in terms of the ways in which meaning is anchored.

**MARKING GUIDELINES
INTERMEDIATE 2 MEDIA STUDIES 2004**

PRODUCTION

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 the 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 viewpoint
- demonstrate knowledge and understanding of production processes.

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

[END OF MARKING INSTRUCTIONS]