

2005 Media Studies

Intermediate 2

Finalised Marking Instructions

These Marking Instructions have been prepared by Examination Teams for use by SQA Appointed Markers when marking External Course Assessments.

Marking Instructions

Analysis

Section 1

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
- use the full range of marks (0 – 40)
- mark answers holistically
- mark positively – credit should be given for a genuine attempt to answer the question
- mark on content not on 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.

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 the description of what is required for each key aspect but they have been conflated. Be careful to separate the requirements when marking guidelines require one only eg Narrative, Question 1, specifically asks the candidate to describe narrative structure and therefore narrative conventions are not the prime focus of the question. This would be taken into account when applying the EMS grid to this question.

If a candidate fails to attempt to answer the question, work will be marked on a scale of 0 –19, depending on the quality of the answer.

All analysis questions

To achieve a pass, candidates:

Must make an attempt to answer the question.

Must adequately analyse 2 key aspects from Narrative, Representation, Audience and Institutions.

Headroom is given by EMS grid.

Media Analysis

Question-specific marking instructions.

For all Analysis questions, the candidate must refer to one media text.

In Question 1, the answer must attempt to explain why one other key aspect *helps to explain the producer's choice of narrative structure* in a media text the candidate knows well.

Pass grade and above

| | |
|---|----------------------|
| Both the <i>narrative structure</i> and at least one other selected key aspect achieved in depth | 34 – 40 marks |
| The <i>narrative structure</i> or at least one other selected key aspect achieved in depth , the other achieved in some depth | 28 – 33 marks |
| Both the <i>narrative structure</i> and at least one other selected key aspect achieved in some depth | 24 – 27 marks |
| Either the <i>narrative structure</i> or at least one other selected key aspect dealt with in depth , the other achieved adequately | 24 – 27 marks |
| Either the <i>narrative structure</i> or at least one other selected key aspect achieved in some depth , the other achieved adequately | 24 – 25 marks |
| Both the <i>narrative structure</i> and at least one other selected key aspect achieved adequately | 20 – 23 marks |

NB A very good answer in which one key aspect narrowly fails may be awarded **20 – 21 marks**.

Fail

| | |
|--|----------------------|
| A very good answer in which one key aspect narrowly fails may be awarded | 20 – 21 marks |
| Where only one key aspect is achieved and the other narrowly fails | 15 – 19 marks |
| Where only one key aspect is fully dealt with | 10 – 14 marks |
| Clearly fails all requirements | 0 – 9 marks |

In Question 2, the answer must attempt to explain *how Audience and one other key aspect helped the candidate make sense of a text's meaning(s)*.

Pass grade and above

Both *Audience* and at least one other selected key aspect are dealt with **in depth** 34 – 40 marks

Audience **or** at least one other selected key aspect achieved **in depth**, the other achieved in **some depth** 28 – 33 marks

Both *Audience* and at least one other selected key aspect achieved **in some depth** 24 – 27 marks

Either *Audience* **or** at least one other selected key aspect dealt with **in depth**, the other achieved **adequately** 24 – 27 marks

Either *Audience* **or** at least one other selected key aspect achieved **in some depth**, the other achieved **adequately** 24 – 25 marks

Both *Audience* and at least one other selected key aspect achieved **adequately** 20 – 23 marks

NB A very good answer in which one key aspect narrowly fails may be awarded **20 – 21 marks**.

Fail

A very good answer in which one key aspect narrowly fails may be awarded 20 – 21 marks

Where only one key aspect is achieved and the other narrowly fails 15 – 19 marks

Where only one key aspect is fully dealt with 10 – 14 marks

Clearly fails all requirements 0 – 9 marks

In Question 3, the answer must attempt to explain *how at least two of the four key aspects chosen by the candidate, helped the candidate understand why a text they know well has been constructed in a particular way*.

Pass grade and above

At least two *named aspects* are achieved **in depth** 34 – 40 marks

At least one of the *named aspects* achieved **in depth**, the other achieved in **some depth** 28 – 33 marks

Both the *named aspects* achieved **in some depth** 24 – 27 marks

Either of the *named aspects* achieved **in depth**, the other achieved **adequately** 24 – 27 marks

Either of the *named aspects* achieved **in some depth**, the other achieved **adequately** 24 – 25 marks

Both the *named aspects* achieved **adequately** 20 – 23 marks

NB A very good answer in which one key aspect narrowly fails may be awarded **20 – 21 marks**.

Fail

A very good answer in which one key aspect narrowly fails may be awarded 20 – 21 marks

Where only one key aspect is achieved and the other narrowly fails 15 – 19 marks

Where only one key aspect is fully dealt with 10 – 14 marks

Clearly fails all requirements 0 – 9 marks

In Question 4, the answer must attempt to explain *how Representation has been influenced by one other key aspect*.

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|--|----------------------|
| Both key aspects are dealt with in depth | 34 – 40 marks |
| One key aspect is achieved in depth , the other key aspect is achieved in some depth | 28 – 33 marks |
| Both key aspects are achieved in some depth | 24 – 27 marks |
| One key aspect is achieved in depth , the other key aspect is achieved adequately | 24 – 27 marks |
| One key aspect is achieved in some depth , the other key aspect is achieved adequately | 24 – 25 marks |
| Both key aspects are achieved adequately | 20 – 23 marks |

NB A very good answer in which one key aspect narrowly fails may be awarded **20 – 21 marks**.

Fail

| | |
|---|----------------------|
| A very good answer in which one key aspect narrowly fails may be awarded | 20 – 21 marks |
| Where only one key aspect is achieved adequately and the other narrowly fails | 15 – 19 marks |
| Clearly fails to achieve one key aspect and achieves the other in depth | 17 – 18 marks |
| Narrowly fails to achieve both key aspects | 15 – 16 marks |
| Clearly fails to achieve one key aspect and narrowly fails to achieve the other | 10 – 14 marks |
| Where only one key aspect is achieved in depth | 10 – 14 marks |
| Clearly fails to achieve both key aspects ie fails all requirements | 0 – 9 marks |

Section 2 – Media Production

The instructions below apply to all answers:

- use the full range of marks (0-40)
- 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 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.

Question specific marking instructions

Question 1

This question requires the candidate to justify the choices made when planning and making one media product. The justifications must be made by referring to at least two key aspects from the six listed in the question.

In order to pass Question 1, the candidate must attempt to answer the question and:

Justify the planning and production choices taken with reference to at least two key aspects

| | |
|---|----------------------|
| If at least two key aspects are used in depth to justify planning and production choices | 34 – 40 marks |
| If one key aspect is used in depth for the justification and the other key aspect is used in some depth | 28 – 33 marks |
| If both key aspects are used in some depth for the justification | 24 – 27 marks |
| If one key aspect is used in depth for the justification and the other key aspect is used adequately | 24 – 27 marks |
| If one key aspect is used for the justification in some depth and the other key aspect is used adequately | 24 – 25 marks |
| If both key aspects are used for the justification adequately | 20 – 23 marks |

NB A very good answer in which one key aspect is used for the justification but the other narrowly fails may be awarded **20 – 21 marks**.

Fail

| | |
|---|----------------------|
| A very good answer in which one key aspect narrowly fails may be awarded | 20 – 21 marks |
| If one key aspect is used and narrowly fails to justify planning and production choices and the other key aspect just achieves a justification | 15 – 19 marks |
| If one key aspect is used in depth to justify planning and production choices and the other key aspect clearly fails in justification | 15 – 19 marks |
| If both key aspects are used and both narrowly fail to justify planning and production decisions | 16 – 17 marks |
| If one key aspect is used and narrowly fails to justify planning and production choices and the other key aspect just achieves a justification | 15 – 19 marks |
| If one key aspect is used and clearly fails to justify planning and production choices and the other key aspect narrowly fails to justify planning and production choices | 10 – 14 marks |
| Where only one key aspect is fully dealt with | 10 – 14 marks |
| If both key aspects clearly fail to justify planning and production decisions | 0 – 9 marks |

Question 2

This question requires the candidate to *plan an advertisement for a specific event and for an audience and a medium of the candidate's choosing*. The candidate is required to justify choices in terms of medium, target audience, content and style, appropriate technical and cultural codes and associated problems and solutions.

In order to pass, the candidate must deal with the question and the specifics of the tasks set out in the question. All choices must be justified.

| | |
|---|----------------------|
| If the choices are fully justified | 34 – 40 marks |
| If the choices are convincingly justified | 28 – 33 marks |
| If the choices are clearly justified | 24 – 27 marks |
| If the choices are adequately justified | 20 – 23 marks |
| If the choices are inadequately justified | 15 – 19 marks |
| If the choices are poorly justified | 10 – 14 marks |
| Very thin answer/choices not justified | 0 – 9 marks |

Question 3

This question requires the candidate to *create a treatment for a specific scenario and for an audience and a medium of the candidate's choosing*. The candidate is required to justify choices in terms of medium, target audience, appropriate technical and cultural codes and associated problems and solutions.

In order to pass, the combination of elements in the treatment should be effective. However, if the treatment will not work, but the choices have been at least adequately justified, the response may still be awarded a pass.

To pass, the candidate must answer the question and justify choices in all named elements: choice of medium, target audience, appropriate technical and cultural codes and associated problems and solutions.

| | |
|---|----------------------|
| If the choices are fully justified | 34 – 40 marks |
| If the choices are convincingly justified | 28 – 33 marks |
| If the choices are clearly justified | 24 – 27 marks |
| If the choices are adequately justified | 20 – 23 marks |
| If the choices are inadequately justified | 15 – 19 marks |
| If the choices are poorly justified | 10 – 14 marks |
| Very thin answer/choices not justified | 0 – 9 marks |

External Examination Paper – Media Analysis

Intermediate 2

Section 1

Extended Marks Scale – Supplementary Advice for External Markers

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.

| 0 – 19 marks | 20 – 23 marks | 24 - 27 marks | 28 - 33 marks | 34 – 40 marks |
|---|--|---|---|---|
| <p>Performance at this level is characterised by any one of the following:</p> <p>one or more omission(s) from this range</p> <p>absence of explanation in term of key aspects (Narrative Representation, Audience, Institution) as required by the question</p> <p>failure to respond to the question.</p> <p>omission of any one outcome as required by the question</p> <p>failure to respond to the question.</p> | <p>Narrative As appropriate to the text, explanation of narrative structure and/or conventions is clear, valid and adequately justified by reference to the text(s).</p> | <p>Narrative As appropriate to the text, clear and valid explanation of narrative structure and/or conventions is provided in some detail. The explanation is clearly justified by reference to the text.</p> | <p>Narrative As appropriate to the text, clear and valid explanation of narrative structure and/or conventions is provided in detail. The explanation is convincingly justified by reference to the text.</p> | <p>Narrative As appropriate to the text, clear and valid explanation of narrative structure and/or conventions is provided in detail. The explanation is fully justified by reference to the text.</p> |
| | <p>Representation As appropriate to the text, explanation of representation is clear, valid and adequately justified in terms of selection, portrayal and/or perceived cultural assumptions of a target audience.</p> | <p>Representation As appropriate to the text, 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 is clearly justified by reference to the text(s).</p> | <p>Representation As appropriate to the text, clear and valid explanation of representation shows in detail how it is related to the perceived cultural assumptions of a target audience. The explanation is convincingly justified by reference to the text(s).</p> | <p>Representation As appropriate to the text, 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 is fully justified by reference to the text(s).</p> |

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|--|--|---|---|---|
| Neither Categories nor Language is valid as one of the principal key aspects in the Analysis question. | <p>Audience As appropriate to the text, explanation of audience is clear, valid and adequately justified in terms of target audience.</p> | <p>Audience As appropriate to the text, explanation of audience is clear, valid and covers in some detail the target audience and/or different audience reactions.</p> | <p>Audience As appropriate to the text, explanation of audience is clear, valid and covers in considerable detail the target audience and/or different audience reactions.</p> | <p>Audience As appropriate to the text, explanation of audience is clear and valid and is fully justified in terms of target audience and/or different audience reactions.</p> |
| | <p>Institution As appropriate to the text, internal and/or external controls are accurately described and their effects on the text(s) are explained validly.</p> | <p>Institution As appropriate to the text, internal and/or external controls are accurately described, and their effects on the text are explained in some detail.</p> | <p>Institution As appropriate to the text, internal and/or external controls are accurately described, and their effects on the text are explained in considerable detail.</p> | <p>Institution As appropriate to the text, internal and/or external controls are accurately described, and their effects on the text are explained in full detail.</p> |
| | <p>Categories Clear and valid description of at least one appropriate category is justified with reference to text(s).</p> | <p>Categories Clear and valid description of two or more appropriate categories is treated in some detail, and is clearly justified by reference to the text.</p> | <p>Categories Clear and valid description of two or more appropriate categories is treated in considerable detail, and is convincingly justified by reference to the text.</p> | <p>Categories Clear and valid description of two or more fully appropriate categories is treated in full detail, and is fully justified by reference to the text.</p> |
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| <p>In addition to demonstrating the analytical skills underpinned in Narrative, Representation, Audience and Institution, candidates may demonstrate analytical skills underpinned in Categories and Language. Marks should not be deducted if Categories and Language are not referred to.</p> | <p>Language Explanation of denotation, connotation and anchorage is clear, valid and adequately justified by reference to the text</p> | <p>Language Clear and valid explanation of language shows in some detail how overall meaning of the text is created. The explanation is clearly justified by reference to the text.</p> | <p>Language Clear and valid explanation of language shows in some detail how overall meaning of the text is created. The explanation is convincingly justified by reference to the text.</p> | <p>Language Clear and valid explanation of language shows in detail how overall meaning of the text is created. The explanation is fully justified by reference to the text.</p> |
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[END OF MARKING INSTRUCTIONS]