SCOTTISH
QUALIFICATIONS
AUTHORITY

2006 Media Studies

Advanced Higher

Finalised Marking Instructions

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Advanced Higher Media Studies

Marking Instructions 2006

Section 1

1. Answer all parts of the question.
   Apply EMS for Analysis and Production.
   To pass, candidates must refer to text-based, as well as one other method.
   To pass, candidates do not need to mention key tasks and personnel.

2. Answer all parts of the question.
   Apply EMS for Analysis and Production.
   To pass, candidates must refer to audience-based, as well as one other method.
   To pass, candidates do not need to mention key tasks and personnel.

Section 2

Part A

1. Answer all parts of the question.
   Apply EMS for Analysis, to pass, candidates must use audience-based method.
   Additional headroom if candidate uses more than one method.

2. Answer all parts of the question.
   Apply EMS for Analysis, but candidates need used only one method to pass.
   Additional headroom if candidate uses more than one method.

Part B

1. Answer all parts of the question.
   Apply EMS for Production, but to pass candidates need not deal with key tasks and personnel.
   Must demonstrate KU of production process.
   All points must be covered, but not necessarily at equal length.

2. Answer all parts of the question.
   Apply EMS for Production, but to pass candidates need not deal with key tasks and personnel.
   Must demonstrate KU of production process.

MEDIA STUDIES (AH)
MEDIA ANALYSIS – EXTENDED MARK SCALE
SUPPLEMENTARY ADVICE FOR MARKERS

Marks 0 – 9	**Marks 10 – 11**	**Marks 12 – 13**	**Marks 14 – 16**	**Marks 17 – 20**
Performance at this level is characterised by ONE of the following: • one or more omission from the range • description of the method of analysis is unclear and/or invalid • analysis is unclear and/or invalid • explanation rather than analysis • omission of either strengths or weaknesses • lack of justification.	**Methods** Clear and valid description of one method of analysis. **Application** Analysis is clear and valid. **Evaluation** Strengths and weaknesses of the chosen method are adequately analysed.	**Methods** Clear and valid to some depth, detail and insight of at least one method of analysis. **Application** Analysis is in some depth and detail, and displays some insight. **Evaluation** Strengths and weaknesses of the chosen method are clearly analysed.	**Methods** Clear and valid description with considerable detail, depth and insight of at least one method of analysis. **Application** Analysis is in considerable depth, detail and displays considerable insight. **Evaluation** Strengths and weaknesses of the chosen method are fully analysed.	Performance at this level is characterised by ONE of the following in addition to the criteria marks 14-16: • reference to and application of more than one method of analysis in any area • wide and critical analysis awareness of other relevant texts including, where appropriate, analysis of intertextual elements • confident, consistent and correct use of critical vocabulary • evaluation shows considerable insight and some originality.

MEDIA STUDIES (AH)
MEDIA PRODUCTION – EXTENDED MARK SCALE
SUPPLEMENTARY ADVICE FOR MARKERS

Marks 0 – 9	**Marks 10 – 11**	**Marks 12 – 13**	**Marks 14 – 16**	**Marks 17 – 20**
Performance at this level is characterised by any ONE of the following: • explanation rather than analysis • omission of one or more of the following: - key tasks and personnel - creative choices - institutional and technological conventions/ opportunities - no justification - omission of either purpose or target audience - analysis either invalid and/or inappropriate	**Characteristics of chosen media** Analysis of characteristics of chosen media is clear, valid, appropriate and adequately justified with reference to target audience. **Production decisions** Analysis of production decisions is clear, valid and adequately justified with reference to: • key tasks and personnel • creative choices made • institutional and technological constraints and opportunities.	**Characteristics of chosen media** Analysis of characteristics of chosen media is clear, valid, appropriate and well justified with reference to purpose and target audience. **Production decisions** Analysis of production decisions is clear, valid and well justified with reference to: • key tasks and personnel • creative choices made • institutional and technological constraints and opportunities.	**Characteristics of chosen media** Analysis of characteristics of chosen media is clear, valid, appropriate and justified with considerable insight with reference to purpose and target audience. **Production decisions** Analysis of production decisions is clear, valid and justified with considerable insight into: • key tasks and personnel • creative choices made • institutional and technological constraints and opportunities.	Performance at this level is characterised by ALL previous criteria for marks 14–16: • confident, consistent and correct use of technical vocabulary • insight into creative choices • insight into institutional constraints and opportunities • evidence of originality • knowledge and understanding of the characteristics of the chosen medium shows complexity.

[END OF MARKING INSTRUCTIONS]