

2006 Media Studies

Intermediate 2

Finalised Marking Instructions

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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. 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 0-9, 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 the 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 how a text the candidate knows well has been made to attract an audience*. The answer must refer to Audience and at least one other key aspect.

Pass grade and above

Both *audience* and at least one other selected key aspect achieved **in depth**: 34 – 40 marks. To achieve depth there will need to be a breakdown of audience (gender, age, class, nationality, specific interest).

The *audience* **or** at least one other selected key aspect achieved **in depth**, the other achieved in **some depth**: 28 – 33 marks. There should be an attempt at audience profile.

Both the *audience* and at least one other selected key aspect achieved **in some depth**: 24 – 27 marks. There should be an attempt at audience profile.

Either the *audience* **or** at least one other selected key aspect dealt with **in depth**, the other achieved **adequately**: 24 – 27 marks. There should be an attempt at audience profile.

Either the *audience* **or** at least one other selected key aspect achieved **in some depth**, the other achieved **adequately**: 24 – 25 marks. There should be an attempt at audience profile.

Both the *audience* and at least one other selected key aspect achieved **adequately**: 20 – 23 marks. There should be an attempt at audience profile.

Note: 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 the narrative has been shaped by at least one other key aspect*

Pass grade and above

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

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

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

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

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

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

Note: 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 the construction of the Representations in a text the candidate knows well with reference to at least one other key aspect*.

Both key aspects are dealt with **in depth** and the integration of Representation with the other key aspect is clearly defined: 34 – 40 marks

One key aspect is achieved **in depth**, the other key aspect is achieved **in some depth** and integration is present: 28 – 33 marks

Both key aspects are achieved **in some depth** and integration is present: 24 – 27 marks

One key aspect is achieved **in depth**, the other key aspect is achieved **adequately** and integration is present: 24 – 27 marks

One key aspect is achieved **in some depth**, the other key aspect is achieved **adequately** and integration is present: 24 – 25 marks

Both key aspects are achieved **adequately** and integration is present: 20 – 23 marks
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

In question 4, the answer must attempt to explain *how at least two of the four key aspects chosen by the candidate, contributed to the pleasure of a text the candidate knows well.*

Pass grade and above

At least two *named aspects* are achieved **in depth** and linked to pleasure: 34 – 40 marks
At least one of the *named aspects* achieved **in depth**, the other achieved in **some depth** and linked to pleasure: 28 – 33 marks

Both the *named aspects* achieved **in some depth** and linked to pleasure: 24 – 27 marks

Either of the *named aspects* achieved **in depth**, the other achieved **adequately** and linked to pleasure: 24 – 27 marks

Either of the *named aspects* achieved **in some depth**, the other achieved **adequately** and linked to pleasure: 24 – 25marks

Both the *named aspects* achieved **adequately** and linked to pleasure: 20 – 23 marks
Note: 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

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Production

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 (specifically question 1)
- respond from a production viewpoint
- demonstrate knowledge and understanding of production processes.

Question-specific marking instructions

Question 1 This question requires the candidate to explain the relationship between the production constraints and the end 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 *explain the relationship between the production constraints and the end product*.

If at least two key aspects are used **in depth** to explain the relationship between the production constraints and the end product, award 34 – 40 marks

If one key aspect is used **in depth** to explain the relationship between the production constraints and the end product and the other key aspect is used **in some depth** award 28 – 33 marks

If both key aspects are used **in some depth** to explain the relationship between the production constraints and the end product award 24 – 27 marks

If one key aspect is used **in depth** to explain the relationship between the production constraints and the end product and the other key aspect is used **adequately** 24 – 27 marks

If one key aspect is used to explain the relationship between the production constraints and the end product **in some depth** and the other key aspect is used **adequately** 24 – 25 marks

If both key aspects are used **adequately** to explain the relationship between the production constraints and the end product: 20 – 23 marks

A very good answer in which one key aspect is used to explain the relationship between the production constraints and the end product 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 explain the relationship between the production constraints and the end product and the other key aspect just achieves a pass, award 15 – 19 marks.

If one key aspect is used **in depth** to explain the relationship between the production constraints and the end product and the other key aspect **clearly fails** award 15 – 9 marks.

If both key aspects are used **and both narrowly fail** to explain the relationship between the production constraints and the end product, award 16 – 7 marks

If one key aspect is used **and narrowly fails** to explain the relationship between the production constraints and the end product and the other key aspect just achieves an explanation of the relationship between the production constraints and the end product award 15 – 9 marks

If one key aspect is used **and clearly fails** to explain the relationship between the production constraints and the end product and the other key aspect **narrowly fails** to explain the relationship between the production constraints and the end product, award 10 – 14 marks.

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

If both key aspects **clearly fail** to explain the relationship between the production constraints and the end product, award 0 – 9 marks

Question 2 This question requires the candidate to *create a treatment for a specific scenario for an audience and in 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 clearly justified: 28 – 33 marks

If the choices are adequately justified: 20 – 27 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 *plan one advertisement as part of an advertising campaign*. The candidate is required to justify choices in terms of target audience, medium, content and style and appropriate technical and cultural codes.

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 from a production point of view.

If the choices are fully justified: 34 – 40 marks

If the choices are clearly justified: 28 – 33 marks

If the choices are adequately justified: 20 – 27 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>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). As appropriate to the text.</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 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 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>

	<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 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 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 different audience reactions.</p>
	<p>Institution As appropriate to the text, ownership and external controls are accurately described and their effects on the text(s) are explained validly.</p>	<p>Institution As appropriate to the text, ownership and external controls are accurately described, and their effects on the text are explained in some detail.</p>	<p>Institution As appropriate to the text, ownership and external controls are accurately described, and their effects on the text are explained in considerable detail.</p>	<p>Institution As appropriate to the text, ownership and external controls are accurately described, and their effects on the text are explained in full detail.</p>

<p>Neither Categories nor Language is valid as one of the principal key aspects in the Analysis question.</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>
<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>

External Examination Paper – Media Production

Intermediate 2

Section 1

Extended Marks Scale – Supplementary Advice for External Markers

(Key Aspects specifically for question 1)

0 – 19 marks	[20 – 23 marks]	[24 – 27 marks]	[28 – 33 marks]	[34 – 40 marks]
<p>Performance at this level is characterised by one or more of the following:</p> <ul style="list-style-type: none"> • description rather than explanation • thinness of content • reference to fewer than the specified' number of key aspects in the question • unconvincing ideas about production 	<p>The answer refers to the production process and the specified number (or more) of the required aspects</p> <p>AND</p> <p>adequately explains their relationship.</p> <p>The specified key aspects do not need to be evenly treated at this level and answers could appear unbalanced.</p> <p>Production decisions are linked to specified aspects of the question.</p> <p>Choices and/or problems are adequately explained/justified.</p>	<p>The answer refers to the production process and key aspects in some detail</p> <p>AND</p> <p>clearly explains their relationship.</p> <p>The specified key aspects are treated as appropriate to the question. Answers appear balanced.</p> <p>Production decisions are clearly linked to specified aspects of the question.</p> <p>Choices and/or problems are clearly explained/justified.</p>	<p>The answer refers to the production process and key aspects in considerable detail</p> <p>AND</p> <p>convincingly explains their relationship.</p> <p>The specified key aspects are treated as appropriate to the question. Answers appear balanced.</p> <p>Production decisions are convincingly linked to specified aspects of the question.</p> <p>Choices and/or problems are convincingly explained/justified.</p>	<p>The answer refers extensively to the production process and key aspects in full detail</p> <p>AND</p> <p>fully explains their relationship.</p> <p>The specified key aspects <u>are fully ordered and treated.</u></p> <p>Production decisions are fully linked to specified aspects of the question.</p> <p>Choices and/or problems are fully explained/justified.</p>

[END OF MARKING INSTRUCTIONS]