



2007 Media Studies

Intermediate 2 – Unseen Analysis Folio

Finalised Marking Instructions

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Candidates must demonstrate knowledge and understanding of Media Studies concepts.

The instructions below apply to all answers.

- Read/view/listen to the text **before** marking – if no text is included, do not mark and contact SQA.
- If no questions are included, do not mark and contact SQA.
- Check that the only information about the text provided to the candidate by the centre is that indicated on the Flyleaf – if more has been provided, mark where this appears not to unfairly advantage or disadvantage candidates; otherwise, refer to PA.
- The signed Flyleaf indicates that the centre has guaranteed the validity of the assessment. However, if malpractice is suspected, refer to the PA.
- Centres set questions or guidelines for Unseen Analysis at Intermediate 2. These questions should direct candidates to explain at least one category, along with technical codes/cultural codes/anchorage. Centres should not allocate marks to individual questions or provide a marking scheme. If marks have been assigned or a marking scheme included, these should be ignored. Only this marking scheme should be used.
- Along with the detailed marking instructions, use the attached Extended Mark Scale – corresponding to the performance criteria for Categories and Language – to assign a holistic mark to the response as a whole.
- Mark positively – credit should be given for a genuine response to the text.
- The candidate may apply other key aspects in support of the explanation of Categories and/or Language, but should not be penalised if this is not done.
- Use the full range of marks (0 – 20).
- 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 responses to the questions are not well constructed (unless understanding is impeded).
- Candidates should not be penalised because their cultural assumptions differ from those of the marker.

Media Studies Intermediate 2
Unseen Analysis
Detailed Marking Instructions

| | | C A T E G O R I E S | | | | | | | |
|--------------------------------------|----------------|---------------------|-----------|----------------|----------|---------|------------|---------|--|
| | | Poor | Indequate | Narrowly fails | Adequate | Clear | Convincing | Full | |
| L A N G U A G E | Poor | 0 - 6 | 6 | 7 | 7-8 | 8 | 8-9 | 9 | These are limited to a max of 9 on the basis that they do not achieve the basic criteria for a pass. |
| | Inadequate | 6 | 7 | 7-8 | 8 | 8-9 | 9 | 9 | |
| | Narrowly fails | 7 | 7-8 | 8 - 9 | 9 | 9 | 10 | 10-11 | This is limited to 13 on the basis that if one key aspect is adequate, a candidate would not achieve an A-equivalent pass. However, the marker may feel that there are factors which justify awarding a higher mark. |
| | Adequate | 7-8 | 8 | 9 | 10 -11 | 11 - 12 | 12 | 13 | |
| | Clear | 8 | 8-9 | 9 | 11-12 | 12 - 13 | 13 -14 | 14-15 | |
| | Convincing | 8-9 | 9 | 10 | 12 | 13-14 | 14 - 16 | 16 - 17 | |
| | Full | 9 | 9 | 10-11 | 13 | 14-15 | 16-17 | 17 - 20 | |

By awarding a holistic mark rather than marks for individual questions, candidates are not limited in the reward they can achieve in response to particular questions. Additionally, invalid or irrelevant responses or questions can be ignored rather than result in the deduction of marks.

A holistic mark should be awarded. It is not a case of giving a mark out of 10 for each key aspect and adding them together, or of awarding a mark out of 20 for each and halving the total. Both Categories and Language must be achieved at least adequately in order to gain a pass. Markers should locate the appropriate mark on the grid above, based on their judgement of the explanation of each key aspect. A script which does not demonstrate adequate explanation of both key aspects can only gain a maximum of 9 marks, and this is reflected in the grid. The only exception to this is where the explanation of one key aspect is either convincing or full and the other narrowly fails. In such a case, a script may be awarded 10 or 11 if the marker feels this is deserved. Additionally, the marker may feel that there are aspects of an answer which justify awarding a higher mark than that indicated on the grid.

**Media Studies Intermediate 2
Unseen Analysis
Extended Marks Scale**

| UNSEEN ANALYSIS (INTERMEDIATE 2) EXTENDED MARK SCALE – SUPPLEMENTARY ADVICE FOR MARKERS | | | | |
|---|---|--|---|---|
| 0-9 marks Poor - inadequate | 10 – 11 marks Adequate | 12 – 13 marks Clear | 14 – 16 marks Convincing | 17 – 20 marks Full |
| Performance at this level is characterised by any ONE of the following: - identification or description of Categories and Language without explanation or justification from the text - omission of either Categories or Language | Categories Clear and valid description of at least one appropriate category is justified with reference to the text. | 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. | 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. | 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. |
| | Language Explanation of denotation, connotation and anchorage is clear, valid and adequately justified by reference to the text | 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. | 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. | 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>The Extended Mark Scale provides a description of the performance criteria relating to the key aspects assessed in the Unseen Analysis and defines the difference between them at each grade. It does not provide a description of how these key aspects may be combined in a complex response to the text.</p> | | | | |

UNSEEN ANALYSIS GUIDELINES

Media Studies Intermediate 2 – Unseen Analysis

Focus of the Assessment

At Higher candidates are expected to analyse. This is taken to mean: to apply concepts and knowledge to demonstrate insight into, and give reasons for, the way in which media texts are constructed and understood.

At Intermediate 2 candidates are expected to explain. This is taken to mean: to describe how the elements of a text work together and give reasons for the way in which the text has been constructed.

At Intermediate 1 candidates are expected to describe. This is taken to mean: to identify individual elements, name these and indicate how they work together in a text.

The Unseen Analysis focuses on the Key Aspects of Categories and Language. To achieve a pass candidates must explain these key aspects adequately. No other key aspects need be analysed – it is possible to gain the highest marks by explaining Categories and Language only, and the specimen marking scheme reflects this. However, reference may be made to other key aspects during the course of the analysis. To gain credit for doing so, any such references must be clearly contextualised within the explanation of Categories and Language.

Unseen Analysis examines the candidate's ability to apply techniques of critical analysis to a text or extract from a text not previously studied, but which is of a medium and genre which *has* been previously studied in one of the media analysis units. Thus, if *The Scotsman* has been studied in the Media Analysis: Non-Fiction Unit, *The Herald* might be used for the Unseen Analysis Text; if *Eastenders* had been studied in the Media Analysis: Fiction Unit, *Coronation Street* might be used for the Unseen Analysis; if the *Wanadoo Home Page* had been studied in the Media Analysis: Non-Fiction Unit, the *Yahoo Home Page* might be used for Unseen Analysis; if *The Godfather* had been studied in the Media Analysis: Fiction Unit, *Goodfellas* might be used for the Unseen Analysis, and so on.

[END OF MARKING INSTRUCTIONS]