



**2008 Media Studies**

**Higher**

**Finalised Marking Instructions**

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## Section 1 – Media Analysis

The instructions below apply to all answers:

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

**In order to achieve a pass, the candidate must:**

- make an attempt to answer the question
- refer to at least one media text
- adequately analyse 3 key aspects from Narrative, Representation, Audience and Institutions, as appropriate to the question. An adequate analysis of any key aspect will correspond to the criteria for 20-23 marks in the extended marking scale
- integrate at least two of the three key aspects analysed.

If all of the above achieved:

Headroom: Extended Marking Scale (attached) and/or effectiveness of integration **20 – 40 marks**

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

Where only two key aspects are fully dealt with or holistically the response narrowly fails **15 – 19 marks**

Where only one key aspect is fully dealt with or holistically the response is inadequate **10 – 14 marks**

Clearly fails all requirements **0 – 9 marks**

**MEDIA ANALYSIS – EXTENDED MARKS SCALE**

Marks 0 – 19	Marks 20 – 23	Marks 24 – 27	Marks 28 – 33	Marks 34 – 40
<p>Performance at this level is characterised by any one of the following:</p> <ul style="list-style-type: none"> <li>• explanation rather than analysis in terms of key aspects Narrative, Representation, Audience, Institution as required by the question</li> <li>• omission of any one key aspect as required by the question</li> <li>• failure to respond to the question</li> </ul>	<p><b>Adequate Narrative</b></p> <p>As appropriate to the text, analysis of narrative codes, conventions and/or narrative structure is clear, valid and justified by adequate reference to the text.</p>	<p><b>Clear Narrative</b></p> <p>As appropriate to the text, analysis of narrative is clear, valid and treats with some detail and some insight narrative codes, conventions and/or narrative structure. The analysis is clearly justified by reference to the text.</p>	<p><b>Convincing Narrative</b></p> <p>As appropriate to the text, analysis of narrative is clear, valid and treats in detail and with insight narrative codes, conventions and/or narrative structure. The analysis is convincingly justified by reference to the text.</p>	<p><b>Full Narrative</b></p> <p>As appropriate to the text, analysis of narrative is clear, valid and treats with considerable detail and insight narrative codes, conventions and/or narrative structure. The analysis is fully justified by reference to the text.</p>
	<p><b>Representation</b></p> <p>As appropriate to the text, analysis of representation is clear and valid in terms of selection, portrayal and/or ideological discourses. The analysis is adequately justified with reference to the text.</p>	<p><b>Representation</b></p> <p>As appropriate to the text, clear and valid analysis of representation treats in some detail and with some insight selection, portrayal and/or the relationship to ideological discourses. The analysis is clearly justified by reference to the text.</p>	<p><b>Representation</b></p> <p>As appropriate to the text, clear and valid analysis of representation treats in detail and with insight selection, portrayal and/or the relationship to ideological discourses. The analysis is convincingly justified by reference to the text.</p>	<p><b>Representation</b></p> <p>As appropriate to the text, clear and valid analysis of representation treats with considerable detail and insight selection, portrayal and/or the relationship to ideological discourses. The analysis is fully justified by reference to the text.</p>
	<p><b>Audience</b></p> <p>As appropriate to the text, analysis of audience is clear and valid in terms of target audience, mode of address, preferred reading and/or differential decoding. The analysis is adequately justified with reference to the text.</p>	<p><b>Audience</b></p> <p>As appropriate to the text, analysis of audience is clear, valid and treats with some detail and with some insight the target audience, mode of address, preferred reading and/or differential decoding. The analysis is clearly justified by reference to the text.</p>	<p><b>Audience</b></p> <p>As appropriate to the text, analysis of audience is clear, valid and treats in detail and with insight the target audience, mode of address, preferred reading and/or differential decoding. The analysis is convincingly justified by reference to the text.</p>	<p><b>Audience</b></p> <p>As appropriate to the text, analysis of audience is clear, valid and treats with considerable detail and insight the target audience, mode of address, preferred reading and/or differential decoding. The analysis is fully justified by reference to the text.</p>

**Technology** – This key aspect may be incorporated into the analysis where appropriate.

**MEDIA ANALYSIS – EXTENDED MARKS SCALE (CONTINUED)**

Marks 0 – 19	Marks 20 – 23	Marks 24 – 27	Marks 28 – 33	Marks 34 – 40
<p><b>NB: neither Categories nor Language is valid as one of the principal key aspects used to answer the question.</b></p> <p><b>Candidates are not being assessed on their ability to analyse Categories and Language but may incorporate these to support their analysis of the key aspects of Narrative, Representation, Audience or Institution. The extended marks scale for Categories and Language is provided here for information only.</b></p>	<p><b>Institution</b></p> <p>As appropriate to the text, clear and valid analysis of internal and/or external controls and their effects on the text is justified by adequate reference to the text.</p>	<p><b>Institution</b></p> <p>As appropriate to the text, clear and valid analysis of institutions treats internal and/or external controls and their effects on the text in some detail and with some insight. The analysis is clearly justified by reference to the text.</p>	<p><b>Institution</b></p> <p>As appropriate to the text, clear and valid analysis of institutions treats internal and/or external controls and their effects on the text in detail and with insight. The analysis is convincingly justified by reference to the text.</p>	<p><b>Institution</b></p> <p>As appropriate to the text, clear and valid analysis of institutions treats internal and/or external controls and their effects on the text in considerable depth and detail. The analysis is fully justified by reference to the text.</p>
	<p><b>Categories</b></p> <p>As appropriate to the text, clear and valid analysis of at least two appropriate categories is justified by reference to the text.</p>	<p><b>Categories</b></p> <p>As appropriate to the text, clear and valid analysis of at least two appropriate categories is in some depth and detail, and is clearly justified by reference to the text.</p>	<p><b>Categories</b></p> <p>As appropriate to the text, clear and valid analysis of at least two appropriate categories is in depth and detail, and is convincingly justified by reference to the text.</p>	<p><b>Categories</b></p> <p>As appropriate to the text, clear and valid analysis of at least two appropriate categories is in considerable depth and detail, and is fully justified by reference to the text.</p>
	<p><b>Language</b></p> <p>As appropriate to the text, analysis of technical and cultural codes and anchorage is clear, valid and justified by reference to the text.</p>	<p><b>Language</b></p> <p>As appropriate to the text, clear and valid analysis shows in some detail and with some insight how meaning in the text(s) is created. The analysis is clearly justified by reference to the text.</p>	<p><b>Language</b></p> <p>As appropriate to the text, clear and valid analysis shows in detail and with insight how meaning in the text(s) is created. The analysis is convincingly justified by reference to the text.</p>	<p><b>Language</b></p> <p>As appropriate to the text, clear and valid analysis of language shows in considerable detail and with considerable insight how meaning in the text(s) is created. The analysis is fully justified by reference to the text.</p>

**Technology** – This key aspect may be incorporated into the analysis where appropriate.

## Section 2 – Media Production

The instructions below apply to all answers:

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

In order to achieve a pass, the candidate must:

- answer all parts of the question
- respond in a format appropriate to the question
- respond from a production view point
- demonstrate a knowledge and understanding of production processes.

### Question 1

#### Reflective question

The focus of this question is the media production process. Candidates are being assessed primarily on their knowledge and understanding of the stages, practices and skills involved in this process. In Media Studies, the Key Aspects of Media Studies are used in Production to reveal how theory informs practice and *vice versa*.

In response to the Reflective question, candidates are expected to discuss the relationship between the specified stage of production and the Key Aspects of Media Studies, as directed by the question. It is likely that candidates will take one of two approaches to this question:

- using the components of the specified production stage as a framework for their discussion, bringing in particular key aspects in support of this discussion when relevant.
- using particular key aspects as a framework for their answer, linking each to relevant components of the specified production stage.

Either approach is acceptable. However, the following should be noted:

In relation to the production process

- The overall discussion of the production process should be assessed holistically.
- Candidates need not deal with each component of the specified stage equally.
- An adequate discussion should deal with the details of the process *and* the reasons behind or implications of those details.
- An inadequate discussion is likely to be characterised by, for example, a production ‘diary’ or basic description of production process/product.

In relation to the use of Key Aspects of Media Studies

- The overall discussion of the relevance of key aspects should be assessed holistically.
- Candidates need not provide equal detail on each key aspect discussed and should not be assessed in relation to key aspect sub-concepts.
- An adequate discussion should deal with the implications *for* or *of* particular key aspects in relation to the details of the production process.
- An inadequate discussion is likely to be characterised by, for example, a description of the product in terms of the key aspects.

**In order to achieve a pass, the candidate must:**

- respond from a production point of view
- deal with the stage of the production process specified in the question
- deal with the specified key aspect and two others
- discuss the relationship between the specified production stage and the key aspects as directed by the terms of the question.

**Awarding a mark**

If the discussion of the relationship between the production process and key aspects is:

<b>full:</b>	<b>34 – 40 marks</b>
<b>convincing:</b>	<b>28 – 33 marks</b>
<b>clear:</b>	<b>24 – 27 marks</b>
<b>adequate:</b>	<b>20 – 23 marks</b>
<b>a narrow fail:</b>	<b>15 – 19 marks</b>
<b>inadequate:</b>	<b>10 – 14 marks</b>
<b>poor:</b>	<b>0 – 9 marks</b>

Where the response does not answer all parts of the question, award 0 – 19 marks and refer to PA if necessary.

## Question 2

### Creative Question

- The response must be clear, adequately relate to the specified target audience and should be described in terms of medium, content and style and technical/cultural codes.
- Audience is specified by the question and does not have to be justified.
- Medium does not have to be justified.
- Content and style, and technical/cultural codes must be justified in relation to such things as purpose, the specified target audience and/or the meanings the candidate wishes to convey.

### Awarding a mark

If choices have been fully justified:	<b>34 – 40 marks</b>
If choices have been convincingly justified:	<b>28 – 33 marks</b>
If choices have been clearly justified:	<b>24 – 27 marks</b>
If choices have been adequately justified:	<b>20 – 23 marks</b>
If the justification of choices narrowly fails to be adequate:	<b>15 – 19 marks</b>
If choices have been inadequately justified:	<b>10 – 14 marks</b>
If choices have not been or poorly justified:	<b>0 – 9 marks</b>

Where the candidate fails to justify content and style **or** technical/cultural codes, award **0 – 19 marks**.

## Question 3

### Scenario Question

- The treatment should be described in terms of the target audience, choice of medium, technical/cultural codes and production issues.
- Audience and medium should be stated but do not have to be justified.
- Technical/cultural codes should be justified in relation to such things as the medium, audience and/or the meanings the candidate wishes to convey.
- Production issues must be relevant to the given scenario.

### Awarding a mark

If choices have been fully justified:	<b>34 – 40 marks</b>
If choices have been convincingly justified:	<b>28 – 33 marks</b>
If choices have been clearly justified:	<b>24 – 27 marks</b>
If choices have been adequately justified:	<b>20 – 23 marks</b>
If the justification of choices narrowly fails to be adequate:	<b>15 – 19 marks</b>
If choices have been inadequately justified:	<b>10 – 14 marks</b>
If choices have not been or poorly justified:	<b>0 – 9 marks</b>

Where the candidate fails to justify technical/cultural codes **or** give production issues relevant to the given scenario, award **0 – 19 marks**.

[END OF MARKING INSTRUCTIONS]