



**2008 Media Studies**

**Intermediate 2**

**Finalised Marking Instructions**

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## Marking Instructions

### Section 1 – Media Analysis

#### General

#### **CANDIDATES MUST DEMONSTRATE KNOWLEDGE, UNDERSTANDING AND APPLICATION OF MEDIA STUDIES CONCEPTS**

The instructions below apply to all answers.

- Use the 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.

To achieve a pass in the Analysis section candidates must make an attempt to answer the question.

Candidates must adequately analyse 2 key aspects from Narrative, Representation, Audience, Institutions. Candidates must refer to one media text.

A very good answer in which one key aspect narrowly fails may be awarded 20 – 21 marks. Headroom is given by the EMS grid.

Question-specific marking instructions are on the following pages.

## Question 1

The answer must attempt to explain both narrative structure and narrative codes, with some explanation of how they are linked to at least one other key aspect.

Both Narrative structure and narrative codes and *how at least one other selected key aspect is linked* is dealt with **in depth**: 34 – 40 marks.

Narrative structure and narrative codes achieved **in depth**, and *how at least one other selected key aspect is linked* is dealt with **in some depth**: 28 – 33 marks.

Both Narrative structure and narrative codes and *how at least one other selected key aspect is linked* is dealt with **in some depth**: 24 – 27 marks.

Narrative structure and narrative codes achieved **in depth**, and *how at least one other selected key aspect is linked* is dealt with **adequately**: 24 – 27 marks.

Narrative structure and narrative codes achieved **in some depth**, and *how at least one other selected key aspect is linked* is dealt with **adequately**: 24 – 25.

Narrative structure and narrative codes achieved **adequately**, and *how at least one other selected key aspect is linked* is dealt with **adequately**: 20 – 23.

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

Where only one key aspect is used 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

## Question 2

The answer must attempt to explain the representations (people, places, events and issues), and how at least one other key aspect helps shape these representations using a text the candidate has studied.

Representation and at least one other selected key aspect are dealt with **in depth**: 34 – 40 marks.  
There needs to be full explanation of how people, places, events and/or issues are portrayed, *and full explanation of how one other key aspect helps shape these representations.*

Representation achieved **in depth**, the other achieved **in some depth**: 28 – 33 marks.  
There needs to be full explanation of how people, places, events and/or issues are portrayed, *and clear explanation of how one other key aspect helps shape these representations.*

Both Representation and at least one other selected key aspect achieved **in some depth**: 24 – 27 marks.  
There needs to be clear explanation of how people, places, events and/or issues are portrayed, *and clear explanation of how one other key aspect helps shape these representations.*

Representation achieved **in depth**, at least one other selected key aspect **adequately**: 24 – 27 marks.  
There needs to be full explanation of how people, places, events and/or issues are portrayed, *with some explanation of how one other key aspect helps shape these representations.*

Representation achieved **in some depth**, at least one other selected key aspect **adequately**: 24 – 25 marks.  
There needs to be clear explanation of how people, places, events and/or issues are portrayed, *with some explanation of how one other key aspect helps shape these representations.*

Representation achieved **adequately**, at least one other selected key aspect **adequately**: 20 – 23.  
There needs to be some explanation of how people, places, events and/or issues are portrayed, *with some explanation of how one other key aspect helps shape these representations.*

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

### Question 3

The answer must attempt to explain institutional ownership and institutional controls and how they affect at least one other key aspect using a text the candidate has studied.

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

There needs to be full explanation of institutional ownership and institutional controls, *and full explanation of how they affect at least one other key aspect.*

Institution achieved **in depth**, the other achieved **in some depth**: 28 – 33 marks.

There needs to be full explanation of institutional ownership and institutional controls, *and clear explanation of how they affect at least one other key aspect.*

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

There needs to be clear explanation of institutional ownership and institutional controls, *and clear explanation of how they affect at least one other key aspect.*

Institution achieved **in depth**, at least one other selected key aspect **adequately**: 24 – 27 marks.

There needs to be full explanation of institutional ownership and institutional controls, *with some explanation of how they affect at least one other key aspect.*

Institution achieved in **some depth**, at least one other selected key aspect **adequately**: 24 – 25 marks.

There needs to be clear explanation of institutional ownership and institutional controls, *with some explanation of how they affect at least one other key aspect.*

Institution achieved **adequately**, at least one other selected key aspect achieved **adequately**: 20 – 23 marks.

There needs to be some explanation of institutional ownership and institutional controls, *with some explanation of how they affect at least one other key aspect.*

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

#### Question 4

The answer must attempt to explain the different types of people who make up the audience, and how at least one other key aspect is used to appeal to these different people.

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

There needs to be full explanation of the different types of people who make up the audience, *and full explanation of how at least one other key aspect is used to appeal to these different people.*

Audience achieved **in depth**, the other achieved **in some depth**: 28 – 33 marks.

There needs to be full explanation of the different types of people who make up the audience, *and clear explanation of how at least one other key aspect is used to appeal to these different people.*

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

There needs to be clear explanation of the different types of people who make up the audience, *and clear explanation of how at least one other key aspect is used to appeal to these different people.*

Audience achieved **in depth**, at least one other selected key aspect **adequately**: 24 – 27 marks.

There needs to be full explanation of the different types of people who make up the audience, *with some explanation of how at least one other key aspect is used to appeal to these different people.*

Audience achieved in **some depth**, at least one other selected key aspect **adequately**: 24 – 25 marks.

There needs to be clear explanation of the different types of people who make up the audience, *with some explanation of how at least one other key aspect is used to appeal to these different people.*

Audience achieved **adequately**, at least one other selected key aspect achieved **adequately**: 20 – 23 marks.

There needs to be some explanation of the different types of people who make up the audience, *with some explanation of how at least one other key aspect is used to appeal to these different people.*

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

- demonstrate knowledge and understanding of production processes
- respond from a production viewpoint
- respond in a format appropriate to the question
- demonstrate understanding of the key aspects of Media Studies
- answer all parts of the question.

## Question-specific marking instructions

### 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 and practices involved in this process. In Intermediate 2 Media Studies, the Key Aspects of Media Studies are used in Production to reveal how practice informs theory 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 for 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.

### Question 1

The response must deal with the planning stage and must refer to Audience and one other key aspect.

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 one other
- 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>inadequate:</b>	<b>15 – 19 marks</b>
<b>poor:</b>	<b>10 – 14 marks</b>
<b>very thin:</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

This question requires the candidate to design one advertisement as part of a cross-media advertising campaign **aimed at families**.

The candidate is required simply to state the medium chosen. The candidate must justify choices in terms of content and style and in terms of the appropriate technical and cultural codes. The choices should be justified from a production point of view. This means justifying the choices by referring, for example, to purpose(s), the specific target audience and/or the meanings the candidate wishes to suggest.

In order to pass, the candidate must deal with the question and the specifics of the tasks set out in the question which states that all choices must be justified from a production point of view.

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 for an audience and in a medium of the candidate's choosing. The candidate is required to state the medium and to state an audience to target. The candidate is required to indicate the technical and cultural codes used and give reasons for their choices by referring, for example, to the medium, audience and/or the meaning they wish to suggest. The candidate must also identify specific production issues relating to the scenario.

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

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.

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><b>Narrative</b> As appropriate to the text, explanation of narrative structure, codes and/or conventions is clear, valid and adequately justified by reference to the text(s).</p>	<p><b>Narrative</b> As appropriate to the text, clear and valid explanation of narrative structure, codes and/or conventions is provided in some detail. The explanation is clearly justified by reference to the text.</p>	<p><b>Narrative</b> As appropriate to the text, clear and valid explanation of narrative structure, codes and/or conventions is provided in detail. The explanation is convincingly justified by reference to the text.</p>	<p><b>Narrative</b> As appropriate to the text, clear and valid explanation of narrative structure, codes and/or conventions is provided in detail. The explanation is fully justified by reference to the text.</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><b>Representation</b> 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><b>Representation</b> 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.</p>	<p><b>Representation</b> 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><b>Representation</b> 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>

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

[END OF MARKING INSTRUCTIONS