



2009 Media Studies

Intermediate 1

Finalised Marking Instructions

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Intermediate 1 Media Studies 2009

Marking Instructions

Section 1 – Media Analysis

Any sensible answer together with justification should be accepted.

1. Name of text 1 mark
2. Correct identification of the type of text – any sensible answer 1 mark
3. *This question asks you to think about the representations in the text you have studied.*
 - (a) *Identify **one** stereotype or non-stereotype in the text.*
Identification of one stereotype or one non-stereotype 1 mark
 - (b) **weak** description of how the representation has been constructed 1-2 marks
adequate description of how the representation has been constructed 3-4 marks
clear description of how the representation has been constructed 5 marks
full description of how the representation has been constructed 6 marks
 - (c) **weak** reasons for describing why the stereotype/non-stereotype was included in the text 1-2 marks
adequate reasons for describing why the stereotype/non-stereotype was included in the text 3 marks
clear reasons for describing why the stereotype/non-stereotype was included in the text 4 marks
full reasons for describing why it is a stereotype/non-stereotype 5 marks
4. *Audiences react to media texts in different ways (eg with enjoyment, interest, boredom, shock, surprise, anger etc).*
 - (a) (i) *Identify **one** reaction to the text you have studied.*
Identification of one audience reaction to the text 1 mark
 - (ii) *Identify the section of the audience who would have this reaction.*
Identification of **one** section of the audience who would have this reaction to the text 1 mark
 - (iii) *By referring closely to the text, give reasons for this reaction.*
weak reasons for this reaction to the text 1 mark
adequate reasons for this reaction to the text 2 marks
clear reasons for this reaction to the text 3 marks
full reasons for this reaction to the text 4 marks

- (b) (i) *Identify a **different** reaction to the text you have studied.*
- Identification of one **different** audience reaction to the text 1 mark
- (ii) *Identify the section of the audience who would have this reaction.*
- Identification of **one different** section of the audience who would have this reaction to the text 1 mark
- (iii) *By referring closely to the text, give reasons for this reaction.*
- weak** reasons for this **different** reaction to the text 1 mark
adequate reasons for this **different** reaction to the text 2 marks
clear reasons for this **different** reaction to the text 3 marks
full reasons for this **different** reaction to the text 4 marks
5. (a) *The text you have studied has a narrative structure. Describe the narrative structure of the text you have studied.*
- weak** description of the narrative structure 1 mark
adequate description of the narrative structure 2 marks
clear description of the narrative structure 3 marks
- (b) *Why has the narrative structure of the text been organised this way?*
- weak** description of the reasons for this narrative structure 1 mark
adequate description of the reasons for this narrative structure 2 marks
clear description of the reasons for this narrative structure 3 marks
6. *Funding is very important to any media text.*
- (a) *Describe in detail how the media text you have studied has been funded (eg through price, investment, advertising, product placement and so on.*
- weak** description of how the media text has been funded 1 marks 1 mark
adequate description of how the media text has been funded 2 marks 2 marks
clear description of how the media text has been funded 3 marks 3 marks
full how the media text has been funded 4 marks 4 marks
- (b) *Describe how this funding has affected the text.*
- weak** description of how this funding has affected the text 1 mark
adequate description of how this funding has affected the text 2 marks
clear description of how this funding has affected the text 3 marks
full description how this funding has affected the text 4 marks

Section 2 – Media Production

The instructions below apply to all answers:

- 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
- 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:

- In Questions 2 and 3, answer all parts of the question.
- Respond in a format appropriate to the question.
- Demonstrate knowledge and understanding of production processes.
- Respond from a production viewpoint
- Demonstrate understanding of the key aspects of Media Studies.

Marks are awarded for the justification of Elements. However, in Questions Two and Three, not every Element will necessarily be included in the design.

Not every Element necessarily has equal weighting, and so responses should be marked holistically.

Those Elements that are included should combine effectively in order to pass. Where the Elements are not combined effectively but are accompanied by full justification the response may still pass.

Question 1

Reflective Question on a Group Production

- (a) Type of product – any sensible answer 1 mark
- (b) *Who was the target audience for the media product you made?*
Identification of the target audience(s) 1 mark
- (c) (i) *Identify the purpose(s) of your media product.*
Where **only** (c) (i) is answered appropriately 1 mark
Otherwise, mark c(i) and c(ii) together, as specified, below:
- (ii) *Describe what you included in your media product to achieve your purpose(s).*
- For (c) (i) and (c) (ii) together:**
- | | |
|--|-----------|
| weak description of how what was included achieved the purpose(s) | 1-2 marks |
| adequate description of how what was included achieved the purpose(s) | 3-4 marks |
| clear description of how what was included achieved the purpose(s) | 5-6 marks |
| full description of how what was included achieved the purpose(s) | 7-8 marks |
- (d) *In the planning and making of your media product each person took on particular roles just as media professionals do.*
- (i) *Identify **one** role and describe what this person did.*
- | | |
|---|------------|
| identification <i>only</i> of one role | zero marks |
| identification of one role + weak explanation of what this person did | 1 mark |
| identification of one role + adequate explanation of what this person did | 2 marks |
| identification of one role + clear explanation of what this person did | 3 marks |
- (ii) *Identify **another** role and describe what this person did.*
- | | |
|---|------------|
| identification <i>only</i> of one other role | zero marks |
| identification of one other role + weak explanation of what this person did | 1 mark |
| identification of one other role + adequate explanation of what this person did | 2 marks |
| identification of one other role + clear explanation of what this person did | 3 marks |

- (e) *You had to research when planning your media product.*
- (i) *Describe **one** piece of research you did and how this affected the choices you made.*
- | | |
|--|-----------|
| weak description of the research and how it affected the choices made | 1-2 marks |
| adequate description of the research and how it affected the choices made | 3 marks |
| clear description of the research and how it affected the choices made. | 4 marks |
- (ii) *Describe **another** piece of research you did and how this affected the choices you made.*
- | | |
|--|-----------|
| weak description of another piece of research and how it affected the choices made | 1-2 marks |
| adequate description of another piece research and how it affected the choices made | 3 marks |
| clear description of another piece research and how it affected the choices made | 4 marks |
- (f) *In your product, you chose to use particular codes.*
- (i) *Identify **four** codes you have used in your production.*
- (ii) *Give a reason for selecting these codes.*
- Mark (f) (i) and (f) (ii) together**
- | | |
|--|------------|
| Repetition only of the codes listed in the question | zero marks |
|--|------------|
- For **each** code identified:
- | | |
|--|-----------|
| Identification of code and weak description of why the code was used | 1-2 marks |
| Identification of code and adequate description of why the code was used to | 3 marks |
| Identification of code and full description of why the code was used | 4 marks |

Question 2

Plan an advertisement, aimed at **families**, to encourage people to take up a hobby.

To achieve a pass the response must be clear and adequately relate to its target audience(s).

The response must demonstrate an understanding of the conventions of advertising to a target audience in the chosen medium (from TV, Film Radio, Print, the Internet). The response must demonstrate an understanding of the conventions of the chosen medium,

If the response is fully justified	34-40 marks
If the response is convincingly justified	28-33 marks
If the response is clearly justified	24-27 marks
If the response has been adequately justified	20-23 marks
If the response has been inadequately justified	16-19 marks
If the response has been poorly justified	12-15 marks
If the response has not been justified but the design demonstrates some understanding	10-11 marks
If the response has not been justified and the design demonstrates little or no understanding	0-9 marks

Question 3

Using the scenario provided, the candidate is to design a media text in a medium of their choosing. Marks are awarded for the justifications of their medium-specific decisions.

To achieve a pass, the response must be clear, must demonstrate an understanding of the conventions of the medium and apply them appropriately.

Where the elements are not combined effectively but are accompanied by full justification, the response may still pass.

Clear design and reasons for decisions fully justified	34-40 marks
Clear design and reasons for decisions convincingly justified	28-33 marks
Adequate design and reasons for decisions clearly justified	24-27 marks
Adequate design and reasons for decisions adequately justified	20-23 marks
If the response has been inadequately justified	16-19 marks
If the response has been poorly justified	12-15 marks
If the response has not been justified but the design demonstrates some understanding	10-11 marks
If the response has not been justified and the design demonstrates little or no understanding	0-9 marks

[END OF MARKING INSTRUCTIONS]