



**2009 Media Studies**

**Intermediate 2**

**Finalised Marking Instructions**

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## Intermediate 2 Media Studies 2009

### 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.

**The EMS 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 to this question.**

If a candidate fails to attempt to answer the question, work will be marked on a scale of 0-19, 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.

#### **Key Aspect Marking Guidance**

##### **Key Aspect concepts**

Media Analysis questions have to be general enough to apply to both fiction and non-fiction texts in any medium, form or genre. Broad conceptual terms such as "narrative conventions" are used so that candidates can refer to whatever model/theory of media analysis is appropriate to the text they have studied. Except where particular concepts are specified by the question, Markers should accept the use of any appropriate media analysis model or theory if it is relevant to the text and the question and corresponds to *at least one* of the following concepts as detailed in the Arrangements:

### **Narrative**

- narrative as a general analysis concept
- narrative codes
- narrative conventions
- narrative structures

### **Audience**

- audience as a general analysis concept
- target audience
- mode of address
- preferred reading
- different audience reactions

### **Representation**

- representation as a general analysis concept
- cultural assumptions of target audiences
- representations of people, places, events
- cultural assumptions
- ideological discourses implicit in representations

### **Institution**

- institution as a general analysis concept
- the effect of ownership
- internal constraints and controls
- external constraints and controls

### **References to Categories and Language**

Categories and Language are not being assessed in this Paper. Candidates who analyse Categories or Language as one of the two Key Aspects in response to the question cannot pass. However, a candidate might reference Categories or Language in the context of analysis of Narrative, Representation, Audience or Institution. In such cases, these references should be credited positively as part of the analysis of the valid Key Aspect.

## **Extended Marks Scale**

Use the EMS, below, to establish the quality of response to the specified key aspects. To arrive at a specific mark, refer thereafter to the question-specific marking instructions.

### **Narrative**

#### **Full analysis**

As appropriate to the text, clear and valid explanation of at least one from narrative structure, narrative codes or narrative conventions is provided in detail. The explanation is fully justified by reference to the text.

#### **Convincing analysis**

As appropriate to the text, clear and valid explanation of at least one from narrative structure, narrative codes or narrative conventions is provided in detail. The explanation is convincingly justified by reference to the text.

#### **Clear analysis**

As appropriate to the text, clear and valid explanation of at least one from narrative structure, narrative codes or narrative conventions is provided in some detail. The explanation is clearly justified by reference to the text.

#### **Adequate analysis**

As appropriate to the text, explanation of at least one from narrative structure, narrative codes or narrative conventions is clear, valid and adequately justified by reference to the text.

#### **Narrow Fail**

An explanation which narrowly fails to be adequate is likely to be lacking in some aspects of conceptual knowledge, textual exemplification or discussion

#### **Inadequate analysis**

An inadequate explanation is likely to be characterised by description. Concepts required by the question may be omitted. There will be conceptual knowledge, textual exemplification or discussion but this will not be of the depth or detail required at Intermediate 2.

#### **Clearly fails**

Although there may be references to concepts, these are likely to be basic identifications or descriptions of the text without any developed explanations. There will be little, if any, valid discussion in terms of the question.

## **Representation**

### **Full analysis**

As appropriate to the text, clear and valid explanation of representation, selection and portrayal and/or cultural assumptions is shown in detail. The explanation is fully justified by reference to the text(s).

### **Convincing analysis**

As appropriate to the text, clear and valid explanation of representation, selection and portrayal and/or cultural assumptions is shown in detail. The explanation is convincingly justified by reference to the text(s).

### **Clear analysis**

As appropriate to the text, clear and valid explanation of representation, selection and portrayal and/or cultural assumptions is shown in some detail. The explanation is clearly justified by reference to the text.

### **Adequate analysis**

As appropriate to the text, clear and valid explanation of representation, selection and portrayal and/or cultural assumptions is shown. The explanation is adequately justified by reference to the text.

### **Narrow Fail**

An explanation which narrowly fails to be adequate is likely to be lacking in some aspects of conceptual knowledge, textual exemplification or discussion

### **Inadequate analysis**

An inadequate explanation is likely to be characterised by description. Concepts required by the question may be omitted. There will be conceptual knowledge, textual exemplification or discussion but this will not be of the depth or detail required at Intermediate 2.

### **Clearly fails**

Although there may be references to concepts, these are likely to be basic identifications or descriptions of the text without any developed explanations. There will be little, if any, valid discussion in terms of the question.

## **Audience**

### **Full analysis**

As appropriate to the text, the explanation of audience(s) is clear and valid and is fully justified in terms of target audience(s) and/or different audience reactions.

### **Convincing analysis**

As appropriate to the text, the explanation of audience(s) is clear, valid and covers in considerable detail the target audience(s) and/or different audience reactions.

### **Clear analysis**

As appropriate to the text, the explanation of audience(s) is clear, valid and covers in some detail the target audience(s) and/or different audience reactions.

### **Adequate analysis**

As appropriate to the text, the explanation of audience(s) is clear, valid and adequately justified in terms of target audience(s).

### **Narrow Fail**

An explanation which narrowly fails to be adequate is likely to be lacking in some aspects of conceptual knowledge, textual exemplification or discussion

### **Inadequate analysis**

An inadequate explanation is likely to be characterised by description. Concepts required by the question may be omitted. There will be conceptual knowledge, textual exemplification or discussion but this will not be of the depth or detail required at Intermediate 2.

### **Clearly fails**

Although there may be references to concepts, these are likely to be basic identifications or descriptions of the text without any developed explanations. There will be little, if any, valid discussion in terms of the question.

**Institutional****Full analysis**

As appropriate to the text, ownership, internal/external controls are accurately described, and their effects on the text are explained in full detail.

**Convincing analysis**

As appropriate to the text, ownership, internal/external controls are accurately described, and their effects on the text are explained in considerable detail.

**Clear analysis**

As appropriate to the text, ownership, internal/external controls are accurately described, and their effects on the text are explained in some detail.

**Adequate analysis**

As appropriate to the text, ownership, internal/external controls are accurately described and their effects on the text(s) are explained validly.

**Narrow Fail**

An explanation which narrowly fails to be adequate is likely to be lacking in some aspects of conceptual knowledge, textual exemplification or discussion

**Inadequate analysis**

An inadequate explanation is likely to be characterised by description. Concepts required by the question may be omitted. There will be conceptual knowledge, textual exemplification or discussion but this will not be of the depth or detail required at Intermediate 2.

**Clearly fails**

Although there may be references to concepts, these are likely to be basic identifications or descriptions of the text without any developed explanations. There will be little, if any, valid discussion in terms of the question.

**See next page of the Question-specific Marking Instructions**

### **Question 1: Narrative and at least one other key aspect**

*The candidate's answer must attempt to explain how the narrative structure and/or the narrative codes have been shaped to engage with audiences or develop representations or to meet institutional demands.*

#### **Where the better of the two key aspects is Full**

**Both** key aspects **in full**: 38 – 40 marks

One key aspect **full**, the other **convincing**: 34 – 37 marks

One key aspect **full**, the other **clear**: 30 – 33 marks

One key aspect **full**, the other **adequate**: 27 marks

#### **Where the better of the two key aspects is Convincing**

**Both** key aspects are **convincing**: 32 – 33 marks

One key aspect **convincing**, the other **clear**: 28 – 29 marks

One key aspect **convincing**, the other **adequate**: 25 marks

#### **Where the better of the two key aspects is Clear**

**Both** key aspects are **clear**: 25 – 27 marks

One key aspect **clear**, the other **adequate**: 24 marks

#### **An Adequate answer**

**Both** key aspects are **adequate**: 20 – 23 marks

#### **Fail answers**

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 full: 17 – 18 marks

Narrowly fails to achieve both key aspects: 15 – 16 marks

Both key aspects are inadequate: 10 – 14 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 full: 10 – 14 marks

Clearly fails to achieve both key aspects ie fails all requirements: 0 – 9 marks

#### **Where more than two key aspects are referenced in the answer:**

The questions instruct the candidate to refer to *at least two* key aspects. Where a third or even a fourth key aspect adds to the quality of the response, increase the mark to whatever seems appropriate. In an answer where there are more than two key aspects, and there is no other key aspect better than a narrow fail, it *may* be possible to combine these other key aspects to make the equivalent of an adequate second key aspect.

## **Question 2: Representation and at least one other key aspect**

*Using a text the candidate has studied, the answer must attempt to explain the cultural assumptions that are used to construct representations in the text (eg of people, places, events and issues), and how at least one other key aspect is linked to these representations.*

### **Where the better of the two key aspects is Full**

**Both** key aspects **in full**: 38 – 40 marks

One key aspect **full**, the other **convincing**: 34 – 37 marks

One key aspect **full**, the other **clear**: 30 – 33 marks

One key aspect **full**, the other **adequate**: 27 marks

### **Where the better of the two key aspects is Convincing**

**Both** key aspects are **convincing**: 32 – 33 marks

One key aspect **convincing**, the other **clear**: 28 – 29 marks

One key aspect **convincing**, the other **adequate**: 25 marks

### **Where the better of the two key aspects is Clear**

**Both** key aspects are **clear**: 25 – 27 marks

One key aspect **clear**, the other **adequate**: 24 marks

### **An Adequate answer**

**Both** key aspects are **adequate**: 20 – 23 marks

### **Fail answers**

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 full: 17 – 18 marks

Narrowly fails to achieve both key aspects: 15 – 16 marks

Both key aspects are inadequate: 10 – 14 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 full: 10 – 14 marks

Clearly fails to achieve both key aspects ie fails all requirements: 0 – 9 marks

### **Where more than two key aspects are referenced in the answer:**

The questions instruct the candidate to refer to *at least two* key aspects. Where a third or even a fourth key aspect adds to the quality of the response, increase the mark to whatever seems appropriate. In an answer where there are more than two key aspects, and there is no other key aspect better than a narrow fail, it *may* be possible to combine these other key aspects to make the equivalent of an adequate second key aspect.

### **Question 3: Audience and one other**

*The candidate's answer must attempt to explain how such things as the characteristics, wants and expectations of the audience(s) are used to construct the selected text, and how at least one other key aspect is linked to these audience factors.*

#### **Where the better of the two key aspects is Full**

**Both** key aspects **in full**: 38 – 40 marks

One key aspect **full**, the other **convincing**: 34 – 37 marks

One key aspect **full**, the other **clear**: 30 – 33 marks

One key aspect **full**, the other **adequate**: 27 marks

#### **Where the better of the two key aspects is Convincing**

**Both** key aspects are **convincing**: 32 – 33 marks

One key aspect **convincing**, the other **clear**: 28 – 29 marks

One key aspect **convincing**, the other **adequate**: 25 marks

#### **Where the better of the two key aspects is Clear**

**Both** key aspects are **clear**: 25 – 27 marks

One key aspect **clear**, the other **adequate**: 24 marks

#### **An Adequate answer**

**Both** key aspects are **adequate**: 20 – 23 marks

#### **Fail answers**

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 full: 17 – 18 marks

Narrowly fails to achieve both key aspects: 15 – 16 marks

Both key aspects are inadequate: 10 – 14 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 full: 10 – 14 marks

Clearly fails to achieve both key aspects ie fails all requirements: 0 – 9 marks

#### **Where more than two key aspects are referenced in the answer:**

The questions instruct the candidate to refer to *at least two* key aspects. Where a third or even a fourth key aspect adds to the quality of the response, increase the mark to whatever seems appropriate. In an answer where there are more than two key aspects, and there is no other key aspect better than a narrow fail, it *may* be possible to combine these other key aspects to make the equivalent of an adequate second key aspect.

#### **Question 4: Institutional factors and one other**

*Using a text the candidate has studied, the answer must attempt to explain how at least two institutional factors affected the text, and how at least one other key aspect is linked to these institutional factors.*

#### **Where the better of the two key aspects is Full**

**Both** key aspects **in full**: 38 – 40 marks

One key aspect **full**, the other **convincing**: 34 – 37 marks

One key aspect **full**, the other **clear**: 30 – 33 marks

One key aspect **full**, the other **adequate**: 27 marks

#### **Where the better of the two key aspects is Convincing**

**Both** key aspects are **convincing**: 32 – 33 marks

One key aspect **convincing**, the other **clear**: 28 – 29 marks

One key aspect **convincing**, the other **adequate**: 25 marks

#### **Where the better of the two key aspects is Clear**

**Both** key aspects are **clear**: 25 – 27 marks

One key aspect **clear**, the other **adequate**: 24 marks

#### **An Adequate answer**

**Both** key aspects are **adequate**: 20 – 23 marks

#### **Fail answers**

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 full: 17 – 18 marks

Narrowly fails to achieve both key aspects: 15 – 16 marks

Both key aspects are inadequate: 10 – 14 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 full: 10 – 14 marks

Clearly fails to achieve both key aspects ie fails all requirements: 0 – 9 marks

#### **Where more than two key aspects are referenced in the answer:**

The questions instruct the candidate to refer to *at least two* key aspects. Where a third or even a fourth key aspect adds to the quality of the response, increase the mark to whatever seems appropriate. In an answer where there are more than two key aspects, and there is no other key aspect better than a narrow fail, it *may* be possible to combine these other key aspects to make the equivalent of an adequate second key aspect.

## **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 – Media Production

### 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 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.

## Question 1 Reflective Question

Consult the Photostats and Commentaries for exemplification of standards reflected in *full, clear* etc.

The response must deal with the planning stage and must refer to Language 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>narrow fail:</b>	<b>15 – 19 marks</b>
<b>inadequate:</b>	<b>10 – 14 marks</b>
<b>clearly fails:</b>	<b>0 – 9 marks</b>

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

## Question 2 Advertising Brief Question

### Awarding a mark

Consult the Photostats and Commentaries for exemplification of standards reflected in *full, clear* etc. The question requires the candidate to design one advertisement as part of an advertising campaign **aimed at children in Primary 7 and in first and second years of Secondary**.

The candidate is required simply to state the medium chosen.

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. 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.

All parts of the question must be attempted but it is not necessary to give *equal* attention to each part. 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.

#### A Full answer: 34 – 40 marks

The content/style of the advertisement will be indicated in detail, as will a range of technical/cultural codes appropriate to the medium. The justification of choices will be from a production perspective and demonstrate full understanding of how to manipulate content, style and media codes to create meaning, achieve a purpose, and appeal to a target audience.

#### A Convincing answer: 28 – 33 marks

The content/style of the advertisement will be indicated in some detail, as will a range of technical/cultural codes appropriate to the medium. The justification of choices will be from a production perspective and demonstrate convincing understanding of how to manipulate content, style and media codes to create meaning and either appeal to a target audience or achieve a purpose.

#### A Clear answer 24 – 27 marks

The content/style of the advertisement will be indicated clearly, as will a range of technical/cultural codes appropriate to the medium. The justification of choices will be from a production perspective and demonstrate clear understanding of how to manipulate content, style and media codes to create meaning and either appeal to a target audience or achieve a purpose.

#### An Adequate answer 20 – 23 marks

The content/style of the advertisement will be indicated, as will a number of technical/cultural codes appropriate to the medium. The justification of choices will be from a production perspective and demonstrate understanding of how to manipulate content, style and media codes to create meaning. There will be some justifications relating to purpose or target audience.

#### Narrowly fail answer 15 – 19 marks

The content/style of the advertisement will be indicated, as will some technical and cultural codes appropriate to the medium. There will be some justification but these will not adequately demonstrate a production perspective.

#### Inadequate answer 10 – 14 marks

There will be a basic description of content/style and some technical/cultural codes. These will demonstrate some understanding of the conventions of advertising but the justifications are likely to be thin and reflect a perspective that is more consumer than producer.

#### Clearly Fails Answer 0 – 9 marks

There is likely to be a basic description of content and few, if any, justifications.

**Where the candidate fails to justify content and style or technical/cultural codes, award 0-19 marks and refer to PA if necessary.**

### 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.

All parts of the question must be attempted but it is not necessary to give equal attention to each part.

#### **Awarding a mark**

Consult the Photostats and Commentaries for exemplification of standards reflected in *full*, *clear* etc.

#### A Full answer: 34 – 40 marks

Technical/cultural codes planned in the treatment will be described in detail and will relate to specific details given in the scenario. The justification of choices will be from a production perspective and demonstrate full understanding of how to manipulate media codes to create meaning. There will be discussion of production issues relevant to specific details given in the scenario/treatment.

#### A Convincing answer: 28 – 33 marks

Technical/cultural codes planned in the treatment will be described in some detail and will relate to specific details given in the scenario. The justification of choices will be from a production perspective and demonstrate convincing understanding of how to manipulate media codes to create meaning. There will be discussion of production issues relevant to specific details given in the scenario/treatment.

#### A Clear answer 24 – 27 marks

Technical/cultural codes planned in the treatment will be described in clearly and will relate to specific details given in the scenario. The justification of choices will be from a production perspective and demonstrate clear understanding of how to manipulate media codes to create meaning. There will be discussion of at least one production issue relevant to specific details given in the scenario/treatment.

#### Adequate answer 20 – 23 marks

Technical/cultural codes planned in the treatment will be described and will relate to specific details given in the scenario. The justification of choices will be from a production perspective and demonstrate understanding of how to manipulate media codes to create meaning. There will be discussion of at least one production issue relevant to specific details given in the scenario/treatment.

#### Narrow fail answer 15 – 19 marks

Some technical/cultural codes planned in the treatment will be described and will relate to specific details given in the scenario. There will be some justification but these will not adequately demonstrate a production perspective. Production issues might be missing or generalised and may not relate to specific details given in the scenario/treatment.

#### Inadequate answer 10 – 14 marks

There will be a basic description of content or some technical/cultural codes. These will demonstrate some understanding but the justifications are likely to be weak and reflect a perspective that is more consumer than producer. Production issues might be missing or generalised and may not relate to specific details given in the scenario/treatment.

**A Clearly Fails Answer 0 – 9 marks**

There is likely to be a basic description of content and few, if any, justifications.

Where the candidate fails to justify technical/cultural codes *or* give production issues relevant to the given scenario, award 0-19 marks and refer to PA if necessary.

[END OF MARKING INSTRUCTIONS]