



2010 Media Studies

Intermediate 1

Finalised Marking Instructions

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Intermediate 1 Media Studies 2010

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. | (a) <i>The narrative of a media text is carefully structured. By close reference to a media text you have studied, describe its narrative structure.</i> | |
| | weak description of the narrative structure | 1-2 marks |
| | adequate description of the narrative structure | 3-4 marks |
| | clear description of the narrative structure | 5-6 marks |
| | full description of the narrative structure | 7-8 marks |
| | (b) <i>The makers of media texts target audiences from particular age groups, genders, nationalities, backgrounds and interests. Identify the target audience(s) for the text you have studied. Give reasons for your answer by referring closely to the text.</i> | |
| | identification only of the target audience(s) | 1 mark |
| | identification plus weak reasons for the identification of this audience(s) | 2 marks |
| | identification plus adequate reasons for the identification of this audience(s) | 3-4 marks |
| | identification plus clear reasons for the identification of this audience(s) | 5 marks |
| | identification plus full reasons for the identification of this audience(s) | 6 marks |
| | (c) <i>Describe how the narrative structure you have identified has been made to appeal to the target audience(s) you have identified. Give reasons for your answer by referring closely to the text.</i> | |
| | weak description of how the narrative structure has been made to appeal to the target audience | 1-2 marks |
| | adequate description of how the narrative structure has been made to appeal to the target audience | 3-4 marks |
| | clear description of how the narrative structure has been made to appeal to the target audience | 5 marks |
| | full description of how the narrative structure has been made to appeal to the target audience | 6 marks |

4. (a) *Institutional factors affect the making of media texts. These factors include:*

- *who owns the media company*
- *the need to make a profit*
- *the effect of budget and resources on the text*
- *the use of stars*
- *the effect of advertisers and advertising*
- *the effect of the law on the text*
- *and other institutional factors*

*How has **at least one** institutional factor affected the text you have studied?*

weak description of how institutional factor(s) have affected the text	1-2 marks
adequate description of how institutional factor(s) have affected the text	3-4 marks
clear description of how institutional factor(s) have affected the text	5 marks
full description of how institutional factor(s) have affected the text	6 marks

(b) *Representations are made by including particular elements in the text. Identify at least **one** representation in the media text you have studied and describe in detail **how** it has been made.*

identification only of at least one representation in the media text	1 mark
identification plus weak description of how the representation has been made	2-3 marks
identification plus adequate description of how the representation has been made	4-5 marks
identification plus clear description of how the representation has been made	6-7 marks
identification plus full description of how the representation has been made	8 marks

(c) *The representation or representations you have identified have been carefully chosen by the institution. Give reasons **why** the institution made the representation(s) this way.*

weak reasons for the institutions making the representations this way	1 mark
adequate reasons for the institutions making the representations this way	2 marks
clear reasons for the institutions making the representations this way	3 marks
full reasons for the institutions making the representations this way	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) (i) *Identify the target audience(s) for your product.*
Identification of the target audience(s) 1 mark
- (ii) *You carried out research into the audience(s) for your product. Describe how your research helped you make decisions about what content to include in your product to appeal to your audience(s).*
weak description of how the research affected decisions about content to appeal to the target audience 1-2 marks
adequate description of how the research affected decisions about content to appeal to the target audience 3-4 marks
clear description of how the research affected decisions about content to appeal to the target audience 5-6 marks
full description of how the research affected decisions about content to appeal to the target audience 7-8 marks
- (c) *Your production included representations of people, places, objects or events. Identify **one** representation in your product and describe what you did in your production to make this a stereotype or non-stereotype.*
identification **only** of one representation 1 mark
identification plus **weak** description of what was done to make a stereotype or non-stereotype 1-2 marks
identification plus **adequate** description of what was done to make a stereotype or non-stereotype 3-4 marks
identification plus **clear** description of what was done to make a stereotype or non-stereotype 5-6 marks
identification plus **full** description of what was done to make a stereotype or non-stereotype 7-8 marks
- (d) *In your production, you thought about how you would use media language to make meaning. This media language included codes such as dress/costume, shot, font, colour, graphics, sound, layout or any other appropriate codes.*
(i) *Identify **four** codes you used in your production*
(ii) *Give a reason for selecting each of these codes.*
Mark (d) (i) and (d) (ii) together
[Note: this question has a maximum of 16 marks]
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 selected 1 mark
identification of code and **adequate** description of why the code was selected 2 marks
identification of code and **clear** description of why the code was selected 3 marks
identification of code and **full** description of why the code was selected 4 marks

- (e) *When you were planning and making your product, you could not do just anything you liked. Institutional factors such as budget, rules and regulations, health and safety, legal requirements, available skills, equipment and so on influenced the decisions you made.*
*Describe, in detail, how **two** institutional factors affected the decisions you made.*

repetition only of the factors included above in the question	zero marks
weak description of how the factors affected the decisions made	1-2 marks
adequate description of how the factors affected the decisions made	3-4 marks
clear description of how the factors affected the decisions made	5 marks
full description of how the factors affected the decisions made	6 marks
	Total (40)

Question 2

Creative Brief question

(Parts (i) and (ii) should be marked together)

The candidate is to design **one** advertisement that will encourage **primary school children** to think about safety when crossing the road.

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).

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

Scenario question

Parts (i) and (ii) should be marked together

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 the 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]