

Principal Assessor Report 2002

Assessment Panel:

Media Studies

Qualification area

**Subject(s) and Level(s)
included in this report**

Media Studies Intermediate 1

Statistical information: update

Number of entries in 2001	
Pre appeal	66
Post appeal	66

Number of entries in 2002	
Pre appeal	109
Post appeal	

General comments re entry numbers

Sharp rise in numbers as this is a popular subject

General comments

Encouraging increase in uptake, which reflects the general trend at all levels of the subject.

Grade boundaries at C, B and A for each subject area included in the report

Maximum mark - 40	
C	20
B	24
A	28
Upper A	34

General commentary on grade boundaries

Notional percentage cut-offs for each grade

Question papers and their associated marking schemes are designed to be of the required standard and to meet the assessment specification for the subject/level concerned.

For National courses the examination paper(s) are set in order that a score of approximately 50% of the total marks for all components merits a grade C (based on the grade descriptions for that grade), and similarly a score of 70 % for a grade A. The lowest mark for a grade B is set by the computer software as half way between the C and A grade boundaries.

Comments on grade boundaries for each subject area

Grade boundaries set at 50%, 60% and 70% of the maximum mark available.

Comments on candidate performance

General comments

Varied. Analysis Section generally better than Production Section

Areas of external assessment in which candidates performed well

Audience and Representation done well in Analysis section. Where candidates had been taught web design in Media Studies classes, this option in Production was done well.

Areas of external assessment in which candidates had difficulty

Production – where candidates opted for web page design, but clearly had not been taught it in class, their answers tended to rely on general knowledge.

Areas of common misunderstanding

Those candidates who opted for web page design in the production section and who did badly, tended to answer from a lay person's perspective. Answers given from a general knowledge or consumer point of view will not secure a pass, as candidates have to demonstrate the knowledge and understanding contained in the component units of the course, using the appropriate technical terms and concepts.

Recommendations

Feedback to centres

Candidates need to remember that the Production Section tests the knowledge and understanding they have acquired during the Production Unit and that this is what they are being asked to demonstrate. They should not be answering from general knowledge or from a consumer point of view. For example, it becomes clear to a marker that some candidates who opt for the question on website design have not studied this from a production point of view and so they cannot pass. Some candidates who attempted the TV option also seemed ill-prepared. Candidates should be aware that they must not simply describe, but must explain and justify their decisions.

Likewise, in the Analysis Section, candidates should demonstrate clearly that they have taken a course in Media Studies and can use the relevant Media Studies concepts; answering from a general knowledge point of view is not acceptable or sufficient. The questions are designed to test knowledge and understanding acquired during the Analysis Unit and cannot satisfactorily be answered without reference to the content of the unit.