

Principal Assessor Report 2002

Assessment Panel:

Media Studies

Qualification area

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

**Media Studies
Intermediate 2**

Statistical information: update

Number of entries in 2001	
Pre appeal	426
Post appeal	429

Number of entries in 2002	
Pre appeal	458
Post appeal	

General comments re entry numbers

Rise in numbers as this is a popular subject. This growth will probably continue as it is a subject relevant to students' lives. There was a smaller rise in numbers this session over the 2000/2001 differential, which was 119:426.

General comments

The relatively low level of passes is of concern. Candidate Performance provided evidence which suggested that not all teachers/lecturers delivering the subject are subject specialists. This new subject is a discrete subject requiring considerable specialist knowledge and experience on the part of teachers/lecturers, and is not simply a branch of English/Communication. Senior management in centres must be aware that students' results in this subject are likely to be compromised if teachers/lecturers without specialist Media Studies knowledge/experience and/or a Media Studies qualification are asked to teach the subject.

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

Maximum mark - 50	
C	25
B	30
A	35
Upper A	42

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%, 70% at the maximum mark available at C, B and A grades respectively.

Comments on candidate performance

General comments

Generally poor. Candidates seem unaware of what is being asked of them. Too many rehearsed responses which do not answer the questions as set.

Areas of external assessment in which candidates performed well

Unseen Analysis generally done reasonably well.

Areas of external assessment in which candidates had difficulty

Production Section. Candidates still seem unaware that they should display the knowledge and understanding acquired during the Production Unit. Most answers appear to be done from general knowledge or from the perspective of a consumer. In Question 1, many candidates avoided answering the question as asked, but tended to 'evaluate' their productions along the lines of questions set in 2000 and 2001.

Recommendations

Feedback to centres

Ensure that teachers and lecturers are qualified to teach Media Studies or have wide experience in it before being asked to teach it.

Candidates must be aware that they need to answer the questions as set. Prepared answers which do not match the rubric will fail. It is clear that candidates do not really understand the concepts well enough to apply them in any unforeseen situation. There are too many obviously rehearsed and irrelevant answers.

Candidates also need to be aware that in the external assessment they should be demonstrating knowledge and understanding acquired during the Media Studies course. This is especially the case in the Production Section, where candidates frequently answer from a lay or consumer perspective, rather than from the point of view of someone who has undertaken (and passed) the Production Unit. Very few candidates seemed to have a grasp of, or to use correctly, appropriate technical terms.