

[C210/SQP244]

Media Studies
Advanced Higher

NATIONAL
QUALIFICATIONS

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Course Assessment Specification

Media Studies Advanced Higher

The purpose of this document is to provide:

- ◆ details of the structure of the Question Paper in this Course
- ◆ details of the structure of the Dissertation that contributes to this Course
- ◆ guidance to centres on how to use information gathered from this Course to estimate candidate performance.

Part 1

This part of the Course Assessment Specification details the structure of the Question Paper in this Course.

The Question Paper:

- ◆ examines Knowledge and Understanding covering Course content
- ◆ consists of 2 sections, 1 and 2
- ◆ has a mark allocation of 70 marks and a time allocation of 2 hours.

Section 1 – Media Analysis – Total marks 35

Questions in this section of the paper will:

- ◆ assess candidates' ability to analyse media texts
- ◆ assess the ability to understand and apply methods of textual analysis.

Candidates will:

- ◆ be expected to refer to media text(s) with which they are familiar
- ◆ answer one question from a choice of two.

Section 2 – Media Production – Total marks 35

Questions in this section of the paper:

- ◆ require candidates to analyse their own productions or a potential production based on the question rubric
- ◆ allow candidates to refer to a range of media
- ◆ include types which are reflective, creative or knowledge based.

Candidates are required to answer one question from a choice of two.

Part 2

This part of the Course Assessment Specification details the structure of the Media Investigation Dissertation.

The Dissertation has a mark allocation of 30 marks and is internally generated and externally assessed.

- ◆ The dissertation involves the exploration of a Media issue. The *Media Investigation* Unit findings will be used as the basis for a structured dissertation.
- ◆ Candidates will choose an issue through negotiation with the teacher/lecturer and will investigate it in depth, analysing viewpoints and referring to relevant media theories or research on the issue.
- ◆ The Dissertation should be between 2500 and 3000 words in length, excluding quotations, footnotes and bibliography.
- ◆ Candidates will be penalised for dissertations which are of excessive length.
- ◆ The Dissertation is an extended response and must have an introduction, structured exposition, developed conclusions and annotated references.
- ◆ The Dissertation should have a detailed introduction describing the rationale for the issue being investigated and a breakdown of the aspects to be covered.
- ◆ The aims and methods of research should be described and justified.
- ◆ Sources should be acknowledged throughout the body of the Dissertation and listed in a final “bibliography” which is laid out in the conventional manner.
- ◆ Source materials should be evaluated in terms of their relevance and validity.
- ◆ Theories and research methods should be analysed and evaluated.
- ◆ Information gathered during the process of investigation should be analysed.
- ◆ Conclusions drawn should be justified with evidence gained through the investigative process.
- ◆ The additional 40 hours attached to the Course could be used for writing up of the Dissertation in its final form.

Part 3

This part of the Course Assessment Specification provides guidance on how to use assessment information gathered from the Question Paper and the Dissertation to estimate candidate performance.

Component	Mark Range
Question Paper	0-70
Dissertation	0-30
Total Marks	0-100

The mark range for each component takes account of the weighting of each component.

In National Qualifications, cut-off scores should be set **at approximately 70% for Grade A** and 50% for Grade C with Grade B falling midway. These cut-off scores may be lowered if either or both components turn out to be more demanding or raised **if less** demanding.

Grade	Band	Mark Range
A	1	85-100
A	2	70-84
B	3	65-69
B	4	60-64
C	5	55-59
C	6	50-54
D	7	40-49
NA	8	35-39
NA	9	0-35

Worked example

- ◆ In a centre's own prelim, a candidate scores 25/35 and 21/35, giving a total mark of 46/70.
- ◆ The centre's view is that the candidate's Dissertation is worth a mark of 18/30.
- ◆ The total estimate for the candidate is 64/100. Using the mark range this would be a band 4.

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Media Studies
Advanced Higher
Specimen Question Paper
for use in and after 2007

Time: 2 hours

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There are two Sections in this paper:

Section 1—Media Analysis

Section 2—Media Production

Candidates should attempt **one** question from each Section.

SECTION 1

MEDIA ANALYSIS

Marks

Attempt only ONE question from this Section:

Your answer should be in the form of an essay or other extended response which must answer the question asked.

You should spent approximately ONE hour on this Section.

1. Analyse **one** media text you know well, using the method of analysis you feel most appropriate to its codes and conventions with justification. **(35)**

2. “The only valid way to understand how a media text works is to ask the audience.”

(Jarvis Bridges, 1987)

How far would you agree with the above statement? You must justify your answer. **(35)**

SECTION 2

MEDIA PRODUCTION

Attempt only ONE question from this Section:

Marks

Your answer should be in the form of an essay or other extended response with diagrams, charts, or other form of communication you feel is appropriate.

You should spend approximately ONE hour on this Section.

1. In the Media Production Unit for this course, you were involved in making two media products.

What differences are there in the characteristics of your two selected media forms in terms of the choices you made in order to reach a target audience?

(35)

2. Six regional unsigned bands will play at The Corn Exchange in Glasgow for the prestigious Contest for Contrast over the weekend of the 5th and 6th July.

Show how you would promote this event, using **two** different media with which you are familiar.

You should:

- identify and justify the media you use;
- identify and justify the target audience(s);
- describe and justify the content and style of both products; and
- identify difficulties you might meet and how these might be overcome.

Remember you are presenting this from the **production viewpoint** and must demonstrate knowledge and understanding of **production processes**.

(35)

[END OF SPECIMEN QUESTION PAPER]

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Media Studies
Advanced Higher
Specimen Marking Instructions
for use in and after 2007

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Section 1

Media Analysis

- ◆ Responses should be marked holistically.
 - ◆ Candidates must answer all parts of the question.
 - ◆ Candidates must display a clear grasp of the key aspects of Media Studies.
1. Must analyse one media text, but may refer to other texts for comparison. Apply EMS for analysis, but candidates need deal with only one method to pass. The opportunity exists to offer the full range of marks if more than one method is dealt with.
 2. Apply EMS for Analysis, but candidates need deal with only one method to pass.

The opportunity exists to offer the full range of marks if more than one method is dealt with, or more than one text is analysed.

Section 2

Media Production

- ◆ Responses should be marked holistically.
 - ◆ Candidates must answer all parts of the question.
 - ◆ Candidates must display a clear grasp of the key aspects of Media Studies.
 - ◆ Candidates must demonstrate KU of production process.
1. Apply EMS for Production.
Must refer to more than one product and to own involvement in process.
 2. Apply EMS for Production, but to pass candidates need not deal with key tasks and personnel. The opportunity exists to offer the full range of marks if the candidate deals with key tasks and personnel. All points must be covered, but not necessarily at equal length.

**MEDIA STUDIES (AH)
MEDIA ANALYSIS – EXTENDED MARK SCALE**

Marks 0 - 18	Marks 19 - 23	Marks 24-27	Marks 28-31	Marks 32-35
<p>Performance at this level is characterised by ONE of the following:</p> <ul style="list-style-type: none"> • one or more omissions from the range • description of the method of analysis is unclear and/or invalid • analysis is unclear and/or invalid • explanation rather than analysis • lack of justification. 	<p>Methods</p> <p>Clear and valid description of a specified method of analysis.</p> <p>Application</p> <p>Analysis is clear and valid.</p> <p>Justification</p> <p>Answer is justified.</p>	<p>Methods</p> <p>Clear and valid to some depth, detail and insight of at least one method of analysis.</p> <p>Application</p> <p>Analysis in some depth and detail, and displays some insight.</p> <p>Justification</p> <p>Answer is justified with some insight.</p>	<p>Methods</p> <p>Clear and valid with considerable depth, detail and insight into at least one method of analysis.</p> <p>Application</p> <p>Analysis is in considerable depth and detail, and displays considerable insight.</p> <p>Justification</p> <p>Answer is justified with considerable insight.</p>	<p>Performance at this level is characterised by ONE of the following in addition to the criteria marks 28-31:</p> <ul style="list-style-type: none"> • reference to and application of more than one method of analysis in any area • wide and critical analysis awareness of other relevant texts including, where appropriate, analysis of intertextual elements • confident, consistent and correct use of critical vocabulary • evaluates strengths and weaknesses of method/s of analysis

**MEDIA STUDIES (AH)
MEDIA PRODUCTION – EXTENDED MARK SCALE**

Marks 0 - 18	Marks 19 - 23	Marks 24-27	Marks 28-31	Marks 32-35
<p>Performance at this level is characterised by any ONE of the following:</p> <ul style="list-style-type: none"> • explanation rather than analysis • omission of one or more of the following: <ul style="list-style-type: none"> – key tasks and personnel – creative choices – institutional and technological conventions/opportunities – no justification – omission of either purpose or target audience - analysis either invalid and/or inappropriate 	<p>Characteristics of chosen media</p> <p>Analysis of characteristics of chosen media is clear, valid, appropriate and adequately justified with reference to target audience.</p> <p>Production decisions</p> <p>Analysis of production decisions is clear, valid and adequately justified with reference to:</p> <ul style="list-style-type: none"> • key tasks and personnel • creative choices made • institutional and technological constraints and opportunities 	<p>Characteristics of chosen media</p> <p>Analysis of characteristics of chosen media is clear, valid, appropriate and well justified with reference to purpose and target audience.</p> <p>Production decisions</p> <p>Analysis of production decisions is clear, valid and well justified with reference to:</p> <ul style="list-style-type: none"> • key tasks and personnel • creative choices made • institutional and technological constraints and opportunities 	<p>Characteristics of chosen media</p> <p>Analysis of characteristics of chosen media is clear, valid, appropriate and justified with considerable insight with reference to purpose and target audience.</p> <p>Production decisions</p> <p>Analysis of production decisions is clear, valid and justified with considerable insight into:</p> <ul style="list-style-type: none"> • key tasks and personnel • creative choices made • institutional and technological constraints and opportunities 	<p>Performance at this level is characterised by ALL previous criteria for marks 28-31:</p> <ul style="list-style-type: none"> • confident, consistent and correct use of technical vocabulary • insight into creative choices • insight into institutional constraints and opportunities • evidence of originality • knowledge and understanding of the characteristics of the chosen medium shows complexity

	X058	AH			
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EXTERNAL ASSESSMENT*Flyleaf*Total
Mark

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NATIONAL QUALIFICATIONS
2007
MEDIA STUDIES
 ADVANCED HIGHER
 Media Investigation
 Dissertation
Fill in these boxes and read what is printed overleaf.

Full name of centre

--

Town

--

Forename(s)

--

Surname

--

Day Month Year

--	--	--	--	--	--

Scottish Candidate Number

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Candidate Declaration

I confirm that the materials submitted within are my own work; I confirm that I have read the *Your Coursework* booklet and understand the consequences of submitting work that is not my own/ has been plagiarised from another source.

Signature _____

Date _____

Media Studies Advanced Higher

External Assessment

Dissertation

Finalised Marking Instructions

[NB: MEDIA STUDIES (ADVANCED HIGHER) EXTERNAL ASSESSMENT HAS TWO COMPONENTS. SEPARATE MARKING INSTRUCTIONS ARE ISSUED FOR BOTH COMPONENTS, ie THE DISSERTATION AND THE EXAMINATION]

Media Studies Advanced Higher

Media Investigation Unit Dissertation

Marking Instructions

The Dissertation forms the external assessment for the Advanced Higher unit, Media Investigation.

The Dissertation must be submitted to the SQA. 30 marks are attached to the Dissertation, remaining 70 marks are attached to the examination paper.

The Dissertation must be between 2500 and 3000 words in length, excluding quotations and references. Excessive length will be penalised.

The Dissertation is an extended response and must have an introduction, structured exposition, conclusions and references.

The subject-matter of the Dissertation must be concerned with a media studies/media issue — that is, it must relate to the media of mass communication (not to, for example, the public sphere in general or to interpersonal communication).

The candidate must clearly identify the issue to be investigated and the aspect of that issue which is to form the topic of the Dissertation, relating the overall issue to its context.

The candidate should select an appropriate method of investigation. The candidate must justify the choice of method convincingly. The marker may not agree with the choice, but should give credit for the validity of the evaluation and justification.

The candidate should evaluate the method(s) selected, pointing out the strengths and weaknesses. They should evaluate viewpoints, theories and research.

Source materials should be acknowledged and evaluated in terms of their relevance and validity. Many of these materials in the media sphere, especially those which come via the Internet, will have been put out by the media institutions themselves — candidates should demonstrate awareness of bias, partial truth, etc, and find ways of testing validity (such as by questionnaires, reference to other means of communication eg journals, books).

The information taken from these acknowledged, verified sources must be appropriate to the aspect of the issue which was clarified in the introduction to the Dissertation. Sources must at all times be acknowledged and ideas never plagiarised.

The candidate must draw conclusions from the material gathered and justify these clearly in relation both to the material and to the aspect of the issue investigated.

All assertions and generalisations must be justified validly.

Sources should be acknowledged throughout the body of the Dissertation and listed in a final “bibliography” which is laid out in the conventional manner.

The opportunity exists to offer the full range of marks if the dissertation does one or more of the following:

- question and evaluate methods of media investigation, thus demonstrating a wide and thorough knowledge and understanding of such methods in order to select appropriately;
- question and evaluate sources of information, thus demonstrating a wide and thorough knowledge and understanding of a variety of sources in order to cross-check validity;
- draw original and justified conclusions, thus demonstrating an ability to think creatively;
- acknowledge other points of view and take these into account, thus demonstrating a wide and thorough knowledge and understanding of the issue selected; and
- express these findings and conclusions lucidly and convincingly, whether or not the marker agrees with the candidate’s opinions.

Media Studies Advanced Higher – Dissertation Guidance

Focus of the Assessment

The Dissertation is based on the findings of the Media Investigation unit.

The Media Investigation unit requires the candidate to carry out an independent investigation on a relevant media issue which locates and analyses viewpoints and research on the issue.

The Dissertation should integrate analysis and production knowledge in a project that allows candidates to explore their own interests. Candidates should choose an issue through negotiation with the teacher/lecturer. The Dissertation need not be restricted to one specific text or body of texts (eg the films of a particular director) but could explore the treatment of a specific issue (eg violence or the treatment of gender or ethnicity) across a number of texts and/or media. Equally the Dissertation could be based on technological issues and their impact on the media (eg the move from analogue to digital broadcasting and its effect on the public service broadcasters/public).

The Dissertation should cover the planning and research of a Media Studies investigation, it should analyse and evaluate the aims of that investigation. It should also analyse and evaluate the relevant theories and research method(s) applied. For further details see the Outcomes and PCs for the Media Investigation Unit.

Instrument of Assessment

The instrument for assessment is an extended response that should be between 2500 and 3000 words in length, excluding quotations, footnotes and bibliography. It should have an introduction, structured exposition, developed conclusions and annotated references. Candidates will be penalised for dissertations which are of excessive length.

Evidence can be hand-written, word processed, scribed and and/or in oral form. Oral evidence should be recorded on audio or video tape.

The Dissertation should be written up based on the information gathered in the Media Studies Investigation unit at a time convenient to the centre. It will be externally assessed/marked.

Preparation and Administration

Flyleaf

In February, centres should receive a supply of flyleaves with instructions for submission to SQA. Candidates can write their dissertation on any stationery as long as their work is clearly labelled with relevant personal details and the flyleaf attached.

Timing of Assessment

Candidates' responses must be available for uplift on the date specified by SQA, normally at the end of April. The Dissertation can be completed at any time before that, but teachers and lecturers should be confident that the relevant course work in the Media Studies Investigation unit has been completed so that candidates are confident that the Outcomes of that unit have been comprehensively covered in the Dissertation.

After Assessment

Ensure that every candidate has signed and dated their flyleaf and attach this to the front of their work.

APPEAL MATERIAL

Centres using the specimen material to construct their own prelims or other controlled-condition material that may be used for appeal can help to ensure that their material is valid by following formats and marking arrangements given in this pack. In particular it might be useful to note the following:

Elements of appeal

The only elements that are applicable for appeal purposes are the analysis question and the production question which form the Question Paper. Marking schemes must be included for each question.

The Dissertation component is internally generated over a period of time and thereby allows the candidate the opportunity to develop, reflect upon and revise work. Consequentially, this will probably be the candidate's "best work". **It is therefore unlikely that Appeals evidence will be available for submission for this component.** Only where evidence has been produced in response to a task equal to the scope, nature and demand of the Dissertation, should evidence be submitted for this component.

To construct a prelim of appropriate difficulty and demand, please note the following:

Exam Paper

Analysis Section

Ensure question requires students to apply at least one method of analysis and that answers are justified.

Production Section

Ensure questions require students to apply knowledge of two different media.

Marking Schemes

Marking schemes must be applied holistically. Individual marks must not be given for particular parts of the question/answer.

The marking schemes reproduced in this pack are those used by SQA markers. They are generic and can be applied to any questions constructed in the same way as the specimens. Teachers and lecturers can use these to mark their students' work and submit these marking schemes with their appeal material.

For guidance on Estimates and Appeals, please refer to *Estimates, Absentees and External Appeals: Guidance on Evidence requirements*.