

C210/SQP309

Media Studies
Intermediate 2

NATIONAL
QUALIFICATIONS

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Course Assessment Specification

Media Studies Intermediate 2

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 Unseen Analysis that contributes to this Course
- ◆ guidance to centres on how to use information gathered from the Question Paper and the Unseen Analysis in 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 the Course content
- ◆ consists of two sections, 1 and 2
- ◆ has a mark allocation of 80 marks and a time allocation of 1 hour 30 minutes.

Section 1 – Media Analysis – Total marks 40

Questions in this section of the paper will:

- ◆ assess the candidate's ability to analyse media texts
- ◆ cover both fiction and non-fiction
- ◆ assess the ability to explain and integrate the key aspects, focusing on Narrative, Representation, Audience and Institution.

Candidates will:

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

Section 2 – Media Production – Total marks 40

Questions in this section of the paper will:

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

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

PART 2

This part of the Course Assessment Specification details the structure of the Unseen Analysis in this Course.

The Unseen Analysis has a mark allocation of 20 marks and lasts for one hour.

- ◆ The Unseen Analysis requires candidates to demonstrate the extent to which they have assimilated the techniques of critical analysis.
- ◆ Candidates are required to apply the key aspects to a text that they have not seen or heard before. This differs from the Question Paper which requires the candidate to explain previously studied texts. The ability to explain an unseen text is part of the added value of the Course as a whole.
- ◆ Candidates will be required to demonstrate the analytical skills from Performance Criterion (a) of either of the Analysis Units (Media Analysis: Fiction or Media Analysis: Non-Fiction).
- ◆ The explanation must focus on Categories and Language.
- ◆ To achieve a pass the unseen must explain both Categories and Language adequately.
- ◆ Candidates will apply these skills to a media text or extract in a medium and genre which has been studied in one of the Units; this unseen text, which may be fiction or non-fiction, will not be drawn from the same title as that previously studied.
- ◆ Centres will conduct the assessment to specifications provided by the Scottish Qualifications Authority and the completed folio will be submitted for external assessment.
- ◆ Regardless of medium, access to the text should be allowed for the duration of the assessment.

PART 3

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

Component	Mark Range
Question Paper	0 – 80
Unseen Analysis	0 – 20
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 52/80 and 9/20, giving a total mark of 61/100.
- ◆ The centre's view is that their own prelim is slightly less demanding than SQA's external assessment.
- ◆ Using the mark range, a realistic estimate may be band 5 rather than band 4.

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Media Studies Time: 1 hour 30 minutes
Intermediate 2
Specimen Question Paper
for use in and after 2007

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There are two Sections in this paper:

- Section 1—Media Analysis
- Section 2—Media Production

You should attempt one question from each Section.

SECTION 1—Media Analysis

Attempt only ONE question from this Section.

Your answer should be in the form of an essay or other extended response.

You should spend approximately 45 minutes on your answer.

This section requires you to demonstrate your understanding of the Key Aspects: Narrative, Representation, Audience and Institution. All answers should combine at least two of these Key Aspects.

Your answer should be based on a fiction or non-fiction text you have studied.

It may be appropriate to use your knowledge of Categories and/or Language in your answer.

Marks

1. Explain the **institutional factors** which helped shape a text you have studied and how these factors affect at least **one** other key aspect in the text.
In your answer you should refer to the text, institutional factors and at least **one** other key aspect. (40)
2. Explain how one or more **representations** in a media text you know well has/have been constructed and explain why the representation(s) have been constructed in the way they were.
You should refer to representation(s) and at least **one** other key aspect in your answer. (40)
3. Explain how a media text you know well attracts its intended audience.
You should refer to audience, to the text and at least **one** other key aspect in your answer. (40)
4. Explain why, in a media text you have studied, its narrative structure is shaped as it is.
In your answer you should refer to **narrative**, to the text and at least **one** other key aspect. (40)

SECTION 2—Media Production

Attempt only ONE question from this Section.

You should spend approximately 45 minutes on your answer.

Your answer must be a written explanation and may be supported by, for example, diagrams, storyboard, script layout and any other method of communication you think appropriate.

Your knowledge of media production processes is being tested, not your drawing skills.

Marks

1. How did **at least two** of the key aspects of media studies help you plan your media production?

In your answer you should refer to **at least two** key aspects from: Categories, Language, Narrative, Representation, Audience, Institutions.

(40)

2. The Scottish Executive wants more people to vote at the next Scottish Parliament election. They have decided to launch an advertising campaign to encourage people to vote.

In a medium you know well, plan an advertisement for that campaign, remembering that it must encourage people to vote, but must not promote any political party.

Be sure to take account of the following.

- Target audience
- Choice of medium
- Content and style
- Appropriate technical and cultural codes

Your knowledge of media production is being tested, not your drawing skills.

Remember to justify your decisions from a production point of view.

(40)

SECTION 2—Media Production (continued)

3. Show how you would use the following information in a medium you know well.

Near the isolated Highland village of Glendrummond, over a period of three nights, numerous sightings have been reported of mysterious objects in the night sky. Indeed, several observers claim to have captured the events on amateur video. The nearby naval base has been besieged by newspaper reporters hoping to find out the truth behind the mystery. Two navy pilots are alleged to have experienced sightings, but declined to comment. In a statement today, the Ministry of Defence declared that the whole affair is either a “figment of the overheated imaginings of local schoolchildren” or, more cynically, “a tale invented by the local hoteliers hoping to increase tourist trade in the area”.

Make sure you include all of the following information and justify all your decisions from a production point of view.

- Target audience
- Choice of medium
- Appropriate technical and cultural codes
- Associated problems and solutions

(40)

[END OF SPECIMEN QUESTION PAPER]

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Media Studies
Intermediate 2
Specimen Marking Instructions
for use in and after 2007

NATIONAL
QUALIFICATIONS

Intermediate 2 Media Studies
Section 1 - Media Analysis
General marking instructions

Candidates must demonstrate knowledge, understanding and application of Media Studies concepts.

The instructions below apply to all answers:

- along with the detailed marking instructions, use the attached 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.

Give candidates the benefit of the doubt when work is at the very top end of a band, and award the higher mark.

The EMS grid 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 grid 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.

Intermediate 2 Media Studies
Section 1 - Media Analysis
Detailed marking instructions

All analysis questions

For all analysis questions, the candidate must refer to one media text.

To achieve a pass, candidates:

- must make an attempt to answer the question
- must adequately analyse 2 key aspects from Narrative, Representation, Audience and Institutions
- must use any key aspect specified by the question.

Headroom is given by the EMS grid.

Pass

Both key aspects are dealt with **in depth** and the integration is clearly defined: 34 – 40 marks.

One key aspect is achieved **in depth**, the other key aspect is achieved **in some depth** and integration is present: 28 – 33 marks.

Both key aspects are achieved **in some depth** and integration is present: 24 – 27 marks.

One key aspect is achieved **in depth**, the other key aspect is achieved **adequately** and integration is present: 24 – 27 marks.

One key aspect is achieved **in some depth**, the other key aspect is achieved **adequately** and integration is present: 24 – 25 marks.

Both key aspects are achieved **adequately** and integration is present: 20 – 23 marks.

A very good answer in which one key aspect narrowly fails may be awarded 20 – 21 marks.

Fail

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 depth: 17 – 18 marks.

Narrowly fails to achieve both key aspects: 15 – 16 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 depth: 10 – 14 marks

Clearly fails to achieve both key aspects i.e. fails all requirements: 0 – 9 marks

Intermediate 2 Media Studies
Section 1 - Media Analysis
Extended Marking Scale

Technology – This key aspect should be incorporated into the analysis when appropriate. Although there is no outcome for this, it is one of the key aspects to which a candidate should refer if appropriate.

0 – 19 marks	20 – 23 marks Adequate	24 - 27 marks Clear	28 - 33 marks Convincing	34 – 40 marks Full
<p>Performance at this level is characterised by any one of the following:</p> <p>one or more omission(s) from this range</p> <p>absence of explanation in term of key aspects (Narrative, Representation, Audience, Institution) as required by the question</p> <p>failure to respond to the question</p> <p>omission of any one outcome as required by the question.</p>	<p>Narrative As appropriate to the text, explanation of narrative structure and/or conventions is clear, valid and adequately justified by reference to the text(s). As appropriate to the text.</p>	<p>Narrative As appropriate to the text, clear and valid explanation of narrative structure and/or conventions is provided in some detail. The explanation is clearly justified by reference to the text.</p>	<p>Narrative As appropriate to the text, clear and valid explanation of narrative structure and/or conventions is provided in detail. The explanation is convincingly justified by reference to the text.</p>	<p>Narrative As appropriate to the text, clear and valid explanation of narrative structure and conventions is provided in detail. The explanation is fully justified by reference to the text.</p>
	<p>Representation As appropriate to the text, explanation of representation is clear, valid and adequately justified in terms of selection, portrayal and perceived cultural assumptions of a target audience.</p>	<p>Representation As appropriate to the text, clear and valid explanation of representation shows in some detail how it is related to the perceived cultural assumptions of a target audience. The explanation is clearly justified by reference to the text(s).</p>	<p>Representation As appropriate to the text, clear and valid explanation of representation shows in detail how it is related to the perceived cultural assumptions of a target audience. The explanation is convincingly justified by reference to the text(s).</p>	<p>Representation As appropriate to the text, clear and valid explanation of representation shows in detail how it is related to selection, portrayal and perceived cultural assumptions of a target audience. The explanation is fully justified by reference to the text(s).</p>
	<p>Audience As appropriate to the text, explanation of audience is clear, valid and adequately justified in terms of target audience.</p>	<p>Audience As appropriate to the text, explanation of audience is clear, valid and covers in some detail the target audience and different audience reactions.</p>	<p>Audience As appropriate to the text, explanation of audience is clear, valid and covers in considerable detail the target audience and different audience reactions.</p>	<p>Audience As appropriate to the text, explanation of audience is clear and valid and is fully justified in terms of target audience and different audience reactions.</p>
	<p>Institution As appropriate to the text, ownership and external controls are accurately described and their effects on the text(s) are explained validly.</p>	<p>Institution As appropriate to the text, ownership and external controls are accurately described, and their effects on the text are explained in some detail.</p>	<p>Institution As appropriate to the text, ownership and external controls are accurately described, and their effects on the text are explained in considerable detail.</p>	<p>Institution As appropriate to the text, ownership and external controls are accurately described, and their effects on the text are explained in full detail.</p>

<p>The performance criteria for Categories and Language is provided for information only.</p> <p>Neither Categories nor Language is valid as one of the principal key aspects in the Analysis question. However, they may be used in support of the explanation of other Key Aspects.</p>	<p>Categories Clear and valid description of at least one appropriate category is justified with reference to the text.</p>	<p>Categories Clear and valid description of two or more appropriate categories is treated in some detail, and is clearly justified by reference to the text.</p>	<p>Categories Clear and valid description of two or more appropriate categories is treated in considerable detail, and is convincingly justified by reference to the text.</p>	<p>Categories Clear and valid description of two or more fully appropriate categories is treated in full detail, and is fully justified by reference to the text.</p>
	<p>Language Explanation of denotation, connotation and anchorage is clear, valid and adequately justified by reference to the text</p>	<p>Language Clear and valid explanation of language shows in some detail how overall meaning of the text is created. The explanation is clearly justified by reference to the text.</p>	<p>Language Clear and valid explanation of language shows in some detail how overall meaning of the text is created. The explanation is convincingly justified by reference to the text.</p>	<p>Language Clear and valid explanation of language shows in detail how overall meaning of the text is created. The explanation is fully justified by reference to the text.</p>

Media Studies Intermediate 2
Section 2 – Media Production
General Marking Instructions

The instructions below apply to all answers:

- along with the detailed marking instructions, use the attached Extended Mark Scale, Section 2 – Media Production 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 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:

- answer all parts of the question
- respond in a format appropriate to the question
- demonstrate understanding of the key aspects of Media Studies
- respond from a production viewpoint
- demonstrate knowledge and understanding of production processes.

Media Studies Intermediate 2
Section 2 – Media Production
Question-specific marking instructions

Question 1

This question requires the candidate to explain the use made of at least two key aspects in the planning stage of production.

In order to pass, the candidate must attempt to answer the question, refer to planning decisions and at least two key aspects from the six listed in the question.

If at least two key aspects are used **in depth** to explain the planning decisions award 34 – 40 marks.

If one key aspect is used **in depth** to explain the planning decisions and the other key aspect is used **in some depth** award 28 – 33 marks.

If both key aspects are used **in some depth** to explain the planning decisions award 24 – 27 marks.

If one key aspect is used **in depth** to explain the planning decisions and the other key aspect is used **adequately** 24 – 27 marks.

If one key aspect is used **in some depth** to explain the planning decisions and the other key aspect is used **adequately** 24 – 25 marks.

If both key aspects are used **adequately** to explain the planning decisions award 20 – 23 marks.

A very good answer in which one key aspect narrowly fails may be awarded 20 – 21 marks.

Fail

If one key aspect is used and **narrowly fails** to explain the planning decisions and the other key aspect just achieves a pass, award 15 – 19 marks.

If one key aspect is used **in depth** to explain the planning decisions and the other key aspect **clearly fails** award 15 – 19 marks.

If both key aspects are used **and both narrowly fail** to explain the planning decisions, award 16 – 17 marks.

If one key aspect is used **and narrowly fails** to explain the planning decisions and the other key aspect is just achieved, award 15 – 19 marks.

If one key aspect is used **and clearly fails** to explain the planning decisions and the other key aspect **narrowly fails**, award 10 – 14 marks.

Where only one key aspect is **fully** dealt with: 10 – 14 marks.

If both key aspects **clearly fail** to explain the planning decisions, award 0 – 9 marks.

Question 2

This question requires the candidate to *plan one advertisement as part of an advertising campaign*. The candidate is required to justify choices in terms of target audience, medium, content and style and appropriate technical and cultural codes.

In order to pass, the candidate must deal with the question and the specifics of the tasks set out in the question. All choices must be justified from a production point of view.

If the choices are fully justified: 34 – 40 marks

If the choices are convincingly justified: 28 – 33 marks

If choices are clearly justified: 24 – 27 marks

If the choices are adequately justified: 20 – 23 marks

If the choices are inadequately justified: 15 – 19 marks

If the choices are poorly justified: 10 – 14 marks

Very thin answer / choices not justified: 0 – 9 marks

Question 3

This question requires the candidate to *create a treatment for a specific scenario for an audience and in a medium of the candidate's choosing*. The candidate is required to justify choices in terms of medium, target audience, appropriate technical and cultural codes and associated problems and solutions.

In order to pass, the combination of elements in the treatment should be effective. However, if the treatment will not work, but the choices have been at least adequately justified, the response may still be awarded a pass.

To pass, the candidate must answer the question and justify choices in all named elements: choice of medium, target audience, appropriate technical and cultural codes and associated problems and solutions.

If the choices are fully justified: 34 – 40 marks

If the choices are convincingly justified: 28 – 33 marks

If the choices are clearly justified: 24 – 27 marks

If the choices are adequately justified: 20 – 23 marks

If the choices are inadequately justified: 15 – 19 marks

If the choices are poorly justified: 10 – 14 marks

Very thin answer / choices not justified: 0 – 9 marks

Media Studies Intermediate 2
Section 2 – Media Production
Extended Marking Scale

0 – 19 marks	20 – 23 marks Adequate	24 – 27 marks Clear	28 – 33 marks Convincing	34 – 40 marks Full
<p>Performance at this level is characterised by one or more of the following:</p> <ul style="list-style-type: none"> • description rather than explanation • thinness of content • reference to fewer than the specified number of key aspects in the question • unconvincing ideas about production 	<p>The answer refers to the production process and the specified number (or more) of the required aspects AND adequately explains their relationship.</p> <p>The specified key aspects do not need to be evenly treated at this level and answers could appear unbalanced.</p> <p>Production decisions are linked to specified aspects of the question.</p> <p>Choices and/or problems are adequately explained/justified.</p>	<p>The answer refers to the production process and key aspects in some detail</p> <p>AND clearly explains their relationship.</p> <p>The specified key aspects are treated as appropriate to the question. Answers appear balanced.</p> <p>Production decisions are clearly linked to specified aspects of the question.</p> <p>Choices and/or problems are clearly explained/justified.</p>	<p>The answer refers to the production process and key aspects in considerable detail</p> <p>AND convincingly explains their relationship.</p> <p>The specified key aspects are treated as appropriate to the question. Answers appear balanced.</p> <p>Production decisions are convincingly linked to specified aspects of the question.</p> <p>Choices and/or problems are convincingly explained/justified.</p>	<p>The answer refers extensively to the production process and key aspects in full detail</p> <p>AND fully explains their relationship.</p> <p>The specified key aspects are fully ordered and treated.</p> <p>Production decisions are fully linked to specified aspects of the question.</p> <p>Choices and/or problems are fully explained/justified.</p>

[END OF SPECIMEN MARKING INSTRUCTIONS]

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EXTERNAL ASSESSMENT*Flyleaf*Total
Mark

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NATIONAL QUALIFICATIONS
2007**MEDIA STUDIES**
INTERMEDIATE 2
Unseen Analysis**Fill in these boxes and read what is printed below and overleaf.**

Full name of centre

--

Town

--

Forename(s)

--

Surname

--

Date of birth

Day Month Year

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

Scottish Candidate Number

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

Number of seat

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- 1 Write clearly and neatly in black or dark blue ink. You may lose marks for writing that is difficult to read.
- 2 Put a line through any rough work you have done when you have written the final copy.
- 3 Do not tear off any part of this flyleaf.
- 4 Before you leave the examination room give this Flyleaf and your Unseen Analysis to your teacher/lecturer. If you do not, you may lose all the marks.

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 _____

Note to candidates

The following information should be entered.

Title of text or extract used

Medium of text or extract used (eg press, television, film, radio)

When text or extract was published or broadcast (eg Saturday 4 March 2006, 7.30 pm)

Where text or extract was published or broadcast (eg BBC 1)

Note to teachers/lecturers

Ideally, the text or extract chosen should be no longer than, for example, a page of a newspaper or, a short TV advertisement, or the title sequence/trailer of a film lasting up to four minutes at the most.

NB A copy of the text must be included with each Return Envelope of candidates' work. Where the text is a website link, DVD, CD-ROM, MP3 or is in other digital/electronic form, a print, audio tape or video backup must be included.

A copy of the internally set questions must be included with each Return Envelope of candidates' work.

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Media Studies
Intermediate 2
Unseen Analysis
Specimen Marking Instructions
for use in and after 2007

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Candidates must demonstrate knowledge and understanding of Media Studies concepts.

The instructions below apply to all answers.

- Read/view/listen to the text **before** marking – if no text is included, do not mark and contact SQA.
- If no questions are included, do not mark and contact SQA.
- Check that the only information about the text provided to the candidate by the centre is that indicated on the Flyleaf – if more has been provided, mark where this appears not to unfairly advantage or disadvantage candidates; otherwise, refer to PA.
- The signed Flyleaf indicates that the centre has guaranteed the validity of the assessment. However, if malpractice is suspected, refer to the PA.
- Centres set questions or guidelines for Unseen Analysis at Intermediate 2. These questions should direct candidates to explain at least one category, along with technical codes, cultural codes and anchorage. Centres should not allocate marks to individual questions or provide a marking scheme. If marks have been assigned or a marking scheme included, these should be ignored. Only this marking scheme should be used.
- Along with the detailed marking instructions, use the attached Extended Mark Scale – corresponding to the performance criteria for Categories and Language – to assign a holistic mark to the response as a whole.
- Mark positively – credit should be given for a genuine response to the text.
- The candidate may apply other key aspects in support of the explanation of Categories and/or Language, but should not be penalised if this is not done.
- Use the full range of marks (0 – 20).
- 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 responses to the questions are not well constructed (unless understanding is impeded).
- Candidates should not be penalised because their cultural assumptions differ from those of the marker.

**Media Studies Intermediate 2
Unseen Analysis
Detailed Marking Instructions**

		C A T E G O R I E S						
L A N G U A G E		Poor	Indequate	Narrowly fails	Adequate	Clear	Convincing	Full
	Poor	0 - 6	6	7	7-8	8	8-9	9
	Inadequate	6	7	7-8	8	8-9	9	9
	Narrowly fails	7	7-8	8 - 9	9	9	10	10-11
	Adequate	7-8	8	9	10 -11	11 - 12	12	13
	Clear	8	8-9	9	11-12	12 - 13	13 -14	14-15
	Convincing	8-9	9	10	12	13-14	14 - 16	16 - 17
	Full	9	9	10-11	13	14-15	16-17	17 - 20

By awarding a holistic mark rather than marks for individual questions, candidates are not limited in the reward they can achieve in response to particular questions. Additionally, invalid or irrelevant responses or questions can be ignored rather than result in the deduction of marks.

A holistic mark should be awarded. It is not a case of giving a mark out of 10 for each key aspect and adding them together, or of awarding a mark out of 20 for each and halving the total. Both Categories and Language must be achieved at least adequately in order to gain a pass. Markers should locate the appropriate mark on the grid above, based on their judgement of the explanation of each key aspect. A script which does not demonstrate adequate explanation of both key aspects can only gain a maximum of 9 marks, and this is reflected in the grid. The only exception to this is where the explanation of one key aspect is either convincing or full and the other narrowly fails. In such a case, a script may be awarded 10 or 11 if the marker feels this is deserved. Additionally, the marker may feel that there are aspects of an answer which justify awarding a higher mark than that indicated on the grid.

**Media Studies Intermediate 2
Unseen Analysis
Extended Marks Scale**

UNSEEN ANALYSIS (INTERMEDIATE 2) EXTENDED MARK SCALE – SUPPLEMENTARY ADVICE FOR MARKERS				
0-9 marks Poor - inadequate	10 – 11 marks Adequate	12 – 13 marks Clear	14 – 16 marks Convincing	17 – 20 marks Full
<p>Performance at this level is characterised by any ONE of the following:</p> <ul style="list-style-type: none"> - identification or description of Categories and Language without explanation or justification from the text - omission of either Categories or Language 	<p>Categories</p> <p>Clear and valid description of at least one appropriate category is justified with reference to the text.</p>	<p>Categories</p> <p>Clear and valid description of two or more appropriate categories is treated in some detail, and is clearly justified by reference to the text.</p>	<p>Categories</p> <p>Clear and valid description of two or more appropriate categories is treated in considerable detail, and is convincingly justified by reference to the text.</p>	<p>Categories</p> <p>Clear and valid description of two or more fully appropriate categories is treated in full detail, and is fully justified by reference to the text.</p>
	<p>Language</p> <p>Explanation of denotation, connotation and anchorage is clear, valid and adequately justified by reference to the text</p>	<p>Language</p> <p>Clear and valid explanation of language shows in some detail how overall meaning of the text is created. The explanation is clearly justified by reference to the text.</p>	<p>Language</p> <p>Clear and valid explanation of language shows in some detail how overall meaning of the text is created. The explanation is convincingly justified by reference to the text.</p>	<p>Language</p> <p>Clear and valid explanation of language shows in detail how overall meaning of the text is created. The explanation is fully justified by reference to the text.</p>
<p>The Extended Mark Scale provides a description of the performance criteria relating to the key aspects assessed in the Unseen Analysis and defines the difference between them at each grade. It does not provide a description of how these key aspects may be combined in a complex response to the text.</p>				

[END OF SPECIMEN MARKING INSTRUCTIONS]

UNSEEN ANALYSIS GUIDELINES

Media Studies Intermediate 2 – Unseen Analysis

Focus of the Assessment

At Higher candidates are expected to analyse. This is taken to mean: to apply concepts and knowledge to demonstrate insight into, and give reasons for, the way in which media texts are constructed and understood.

At Intermediate 2 candidates are expected to explain. This is taken to mean: to describe how the elements of a text work together and give reasons for the way in which the text has been constructed.

At Intermediate 1 candidates are expected to describe. This is taken to mean: to identify individual elements, name these and indicate how they work together in a text.

The Unseen Analysis focuses on the Key Aspects of Categories and Language. To achieve a pass candidates must explain these key aspects adequately. No other key aspects need be analysed – it is possible to gain the highest marks by explaining Categories and Language only, and the specimen marking scheme reflects this. However, reference may be made to other key aspects during the course of the analysis. To gain credit for doing so, any such references must be clearly contextualised within the explanation of Categories and Language.

Unseen Analysis examines the candidate's ability to apply techniques of critical analysis to a text or extract from a text not previously studied, but which is of a medium and genre which *has* been previously studied in one of the media analysis units. Thus, if *The Scotsman* has been studied in the Media Analysis: Non-Fiction Unit, *The Herald* might be used for the Unseen Analysis Text; if *Eastenders* had been studied in the Media Analysis: Fiction Unit, *Coronation Street* might be used for the Unseen Analysis; if the *Wanadoo Home Page* had been studied in the Media Analysis: Non-Fiction Unit, the *Yahoo Home Page* might be used for Unseen Analysis; if *The Godfather* had been studied in the Media Analysis: Fiction Unit, *Goodfellas* might be used for the Unseen Analysis, and so on.

Exemplar content for analysing Categories and Language in relation to particular media is indicated in the Arrangements for Intermediate 2 Media Studies. Additional information and exemplars may be found in support notes, understanding standards material and other professional development materials developed separately and usually available via the SQA website.

Instrument of Assessment

The instrument of assessment is a response to questions on an unseen text. Candidates are required to explain the unseen text in terms of Categories and Language.

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

Candidates will undertake the explanation of the text in controlled conditions. The assessment lasts for one hour.

The text and questions for the unseen analysis are internally selected and externally assessed/graded. Individual questions should not be allocated marks. Regardless of the amount of questions set, a holistic mark out of 20 will be awarded. By awarding a holistic mark rather than marks for individual questions, candidates are not limited in the reward they can achieve in response to particular questions. Additionally, invalid or irrelevant responses can be ignored rather than result in the deduction of marks.

Selecting a text or extract

Whilst it is neither possible nor desirable to be overly prescriptive over the length of text, centres should guard against giving an excessive amount to be analysed as this may disadvantage candidates. A reasonable amount might be **one** page of a newspaper or around **3** minutes of a moving image text. At the same time, it is important to ensure the unseen text can facilitate answers appropriate to the demands of Intermediate 2.

The information given to the candidate about the text must be limited to the minimal textual details as indicated on the flyleaf and the specimen herein. No other information should be given.

Setting Questions

Candidates should be given a set of questions to guide their explanation of the text or extract. At Intermediate 2 candidates are expected to explain. Therefore, questions should go beyond requiring simple identification. Candidates should be asked to justify identifications, descriptions or explanations by referring to the text.

Questions should allow for a range of answers from simple explanation for a minimum pass to full explanation for a well beyond minimum pass:

To enable a minimum pass, questions should direct candidates to explain at least one category with justification from the text, the denotations and connotations of technical codes and cultural codes, and anchorage.

To enable a pass beyond minimum, candidates should be given the chance to select conventions, signs or codes that explain Categories and Language. Such questions should allow for developed responses. Candidates must explain more than one category for a beyond minimum pass. Centres are strongly advised to set questions accordingly.

Questions must cover Categories and Language but reference may be made to other key aspects if they assist in supporting or directing the explanation of Categories or Language.

Questions must be appropriate to text and candidate knowledge eg questions on genre in advertising could disadvantage candidates.

Exemplar Questions

Questions may be generic or refer specifically to the unseen text.

Explain the tone of the text, justifying with examples from the text.

What form does this text take? Explain your answer by referring to the text.

Identify the genre of this text and describe three elements from the text that help you identify the genre.

What genre is this text from? Explain your answer by referring to the text.

What is the purpose of this text? Explain the features that indicate this purpose.

Identify **two** purposes of this text, justifying your choices by referring to the text.

Explain why the institution made the text. You should refer to Categories and/or Language.

Explain how technical codes are used to suggest particular meanings in the text.

Explain how cultural codes are used in the text.

Explain how technical codes create a particular impression of the magazine.

Give a detailed description of several cultural/technical codes in the text and explain their connotations.

Explain how at least **two** representations are reinforced using technical and cultural codes.

Explain how technical and cultural codes create a particular image of the product featured in the text.

Explain an example of anchorage in the text.

Give an example of anchorage and explain how it helps you understand the meaning of the text.

Preparation and Administration

Flyleaf and stationery

In February, centres should receive supplies of the flyleaf along with associated papers and instructions for submission to SQA. Candidates can write their answers on any stationery as long as their work is clearly labelled with the relevant personal details, and the flyleaf attached.

Timing of the assessment

Candidates' responses must be available for uplift on a date specified by the SQA, normally at the end of April. The Unseen Analysis paper can be done any time before that, but teachers and lecturers should be confident that all the relevant coursework has been completed so that candidates are familiar and confident with the genre being used and the Key Aspects being assessed.

Before the assessment

Give candidates the minimal textual information permitted, which they should enter on the flyleaf along with their personal details.

During the assessment

Regardless of the medium, candidates should have continuous access to the text during the one hour assessment.

After the assessment

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

Include any notes the candidate has made with their answers. Markers may wish to refer to them.

Each pack of scripts is sent to a different marker. When packaging the work as per the instructions given, ensure that a copy of the unseen text is submitted with **each** pack of 10 completed candidate scripts. If texts are audio/visual, centres should ensure that each copy can be clearly heard/seen.

Packs which include texts via website links, on DVD, CD-ROM, MP3 and other digital/electronic formats must include a print, audio tape or video backup. Centres should ensure that each copy can be clearly seen/heard/read.

APPEAL MATERIAL

Elements of appeal material

Evidence for both elements of Paper 1 must be provided in appeal situations. These elements are: analysis question, production question. There is no requirement to provide evidence of Unseen Analysis though this will be considered if included. Marking schemes must also be included for each element.

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 the formats and marking arrangements given in this pack. In particular, it might be useful to note the following:

Exam Paper

Analysis Section

Ensure that the question requires students to explain and integrate two key aspects from Narrative, Representation, Audience and Institution.

Production Section

Reflective questions: ensure that the question asks the students to refer to at least two of the six Key Aspects (Categories, Language, Narrative, Representation, Audience and Institution). Creative/Scenario questions: ensure that the question asks for all the elements in the rubric of the specimen questions.

Unseen Analysis

If evidence for Unseen Analysis is provided, ensure that only the minimal textual information as per the specimen flyleaf is given, and that questions cover at least one category, technical codes, cultural codes and anchorage.

Marking Schemes

Marking schemes must be applied holistically. Individual marks must not be given for particular parts of questions/answers.

Centres are advised to use marking schemes similar to those included in this pack. Marking schemes must be included with appeal material.