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To: SQA Co-ordinator

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	Note — update/information only

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Dear Colleague

NQ Media Studies update information

1. Principal Assessor and Senior Verifier reports 2007

Please note that Principal Assessor and Senior Verifier reports for 2007 are on SQA's website (www.sqa.org.uk) and in addition 2007 question papers are there for the first time. Marking instructions are available as usual for all levels from Intermediate 1 to Advanced Higher.

2. Media examination 2008 onwards: Changes to Production questions

At the 2006 and 2007 diets the Media Studies examiners closely scrutinised many scripts and noted the marked underperformance of many candidates at all levels in Production questions, which often have five marks fewer allocated to them than the Analysis questions done by the same candidates. Timing was initially assumed to be a possible reason, but not the only one.

Following concerns that candidates are not able to access marks as readily in Production sections of the question papers at all levels, the examiners have devised some modifications to the style of question which will apply from 2008 onwards. The materials explaining this were presented at a successful update event in Glasgow on 24 November 2007 and are now available on the secure area of SQA's website for Media Studies. The changes to the question papers are minimal and will not require any changes to how the subject is taught, nor will they restrict choice.

3. Unseen Analysis at Intermediate 1 and Intermediate 2

In a bid to give maximum assistance to centres in Unseen Analysis, banks of questions for use at Intermediate 1 and 2 have also been refined to assist centres in allowing candidates to access the full range of marks. These are also available on SQA's website. I hope you find the Unseen Analysis banks helpful additions to advice previously given.

4. National Qualifications Group Award developments

The Qualifications Design team has had two meetings and I will provide an update on their work towards an NC Group Award in Media as progress is made.

Yours faithfully



Alan Wilson
Qualifications Manager
NQ PALMS

Enc Appendix 1

Media Studies

Intermediate 2 and Higher

**Changes to examination paper section 2: Media
Production**

INTERMEDIATE 2 AND HIGHER MEDIA STUDIES

CHANGES TO EXAMINATION PAPER SECTION 2: PRODUCTION

Reflective question from 2008 onwards

The reflective question will ask the candidate to discuss the elements within either the planning OR making OR evaluation stage of production. The elements to be discussed will be clearly stated. The stage of production required by the question may vary from year to year. Each element needs not be treated in the same depth and detail by the candidate: a holistic reflection is required.

The reflective question will ask the candidate to use key aspects as a framework for the discussion. At Intermediate 2, the candidate will be required to use **two** key aspects in their discussion; at Higher the candidate will use **three** key aspects. *One key aspect will be specified* in the question to ensure that there is variation year on year. The candidate will be free to select other key aspects — one other at Intermediate 2 and two others at Higher.

The decision not to reduce the amount of key aspects required by the question has been made to avoid limiting the candidate's discussion of the complex factors involved in the planning, making and evaluation of a media product. However, each key aspect referenced need not be treated in the same depth and detail by the candidate: a holistic reflection is required.

Note that in the Production section marking scheme, candidates are not marked on the depth of their analysis of key aspects; rather, marks are awarded holistically for *the discussion of the relationship between the stage(s) of production and the key aspects*.

Reflective question focussing on the planning/pre-production process

Intermediate 2 and Higher planning stage question stem

During the Media Production Unit you planned, made and evaluated a media product. This question focuses on the planning and pre-production stage of your production. This stage involved:

- researching your brief
- identifying available technology
- considering institutional constraints
- making a plan for the content and style of your product.

Sample planning stage question range for Intermediate 2

How did your knowledge of [*one stated key aspect*] and at least one other key aspect inform the making stage of your media production?

Sample planning stage question range for Higher

How did your knowledge of [*one stated key aspect*] and at least two other key aspects inform the making stage of your media production?

Reflective question focussing on making/implementation process

Intermediate 2 and Higher implementation stage question stem

During the Media Production Unit you planned, made and evaluated a media product. This question focuses on the making stage of your production. This stage involved:

- managing production and post-production tasks
- meeting and overcoming problems and production issues
- developing the content and style of your media product
- use of technology

Sample implementation question range for Intermediate 2

How did your knowledge of [*one stated key aspect*] and at least one other key aspect inform the making stage of your media production?

Sample implementation stage question range for Higher

How did your knowledge of [*one stated key aspect*] and at least two other key aspects inform the making stage of your media production?

Reflective question focussing on evaluating process

Intermediate 2 and Higher evaluation stage question stem

During the Media Production Unit you planned, made and evaluated a media product. This question focuses on the evaluation stage of your production. This stage involved:

- evaluating the success of your production in meeting its purpose
- evaluating the success of your production in targeting your given audience(s)
- drawing conclusions about your understanding of the production processes.

Sample evaluation question range for Intermediate 2

How did your knowledge of [*one stated key aspect*] and at least one other key aspect inform the evaluation stage of your media production?

Sample evaluation question range for Higher

How did your knowledge of [*one stated key aspect*] and at least two other key aspects inform the evaluation stage of your media production?

Sample marking instruction for reflective questions

- The standard for Intermediate 2 is that candidates are expected to explain. Judgements about the response should reflect the standards embedded in ‘explanation’.
- The standard for Higher is that candidates are expected to analyse. Judgements about the response should reflect the standards embedded in ‘analysis’.
- The response must mention a minimum of two (Intermediate 2) or three (Higher) key aspects.
- The response should refer to the production process.
- If the relationship between the key aspects and the production process is:
 - fully explained: 34-40 marks
 - convincingly explained: 28-33 marks
 - clearly explained: 24-27 marks
 - adequately explained: 20-23 marks
 - inadequately explained: 15-19 marks
 - poorly explained: 10-14 marks
 - a response which clearly fails all requirements: 0-9 marks

Advertising brief question from 2008 onwards

The candidate will **not** be asked to justify medium and audience as they do not have to do this in the Media Production Unit.

The target audience will be specified in the advertising brief question to provide additional stimulus for the candidate.

The question will clearly state what is required in terms of justification.

Advertising question

Sample advertising brief for Intermediate 2 or Higher

The Scottish Executive is launching a cross-media advertising campaign to encourage people to exercise more. In a medium you know well, plan one advert for a campaign, **aimed at teenagers**.

Advertising question range for Intermediate 2

- State the medium you have chosen for this audience.
- Indicate the content and style of your advert and give reasons for your choices.
- Indicate the technical and cultural codes you would use and give reasons for your choices.

Remember to give reasons for your choices from a production point of view. This means that you should give reasons for your choices by referring to such things as purpose, the specified target audience and/or the meanings you wish to suggest.

Advertising question range for Higher

- State the medium you have chosen for this audience.
- Indicate the content and style of your advert and justify your choices.
- Indicate the technical and cultural codes you would use and justify your choices.

Remember to justify your choices from a production point of view. This means that you should justify your decisions in relation to such things as purpose, the specified target audience and/or the meanings you wish to convey.

Sample marking instruction for advertising questions

- The standard for Intermediate 2 is that candidates are expected to explain. Judgements about justifications should reflect the standards embedded in 'explanation'.
- The standard for Higher is that candidates are expected to analyse. Judgements about justifications should reflect the standards embedded in 'analysis'.

- If choices have been fully justified: 34-40 marks
- If choices have been convincingly justified: 28-33 marks
- If choices have been clearly justified: 24-27 marks
- If choices have been adequately justified: 20-23 marks
- If choices have been inadequately justified: 15-19 marks
- If choices have been poorly justified: 10-14 marks
- If choices have not been justified: 0-9 marks

Scenario question from 2008 onwards

The candidate will **not** be asked to justify medium and audience as they do not have to do this in the Media Production Unit.

The question will clearly state what is required in terms of justification.

The question range will ask the candidate about relevant production issues.

Scenario question

Sample scenario for Intermediate 2 or Higher

‘The sun was blazing down. I had not really felt the burning heat of it until then. I scanned the horizon. If there was a sail somewhere out there in the haze, I could not see it. And then it came to me that even if I were to see a sail, what could I do? I couldn’t light a fire. I had no matches. I knew about cavemen rubbing sticks together, but I had never tried it. I looked all round me now. Sea. Sea. Sea. Nothing but sea on all sides. I was on an island. I was alone.’

[from Michael Morpurgo: Kensuke’s Kingdom; ISBN 1405221747]

In a medium you know well, **plan a media product inspired by or reporting on** the above scenario.

Scenario question range for Intermediate 2

- State the medium you have chosen
- State an audience you intend to target
- Indicate the technical and cultural codes you would use give reasons for your choices by referring to such things as medium, audience and/or the meanings you wish to suggest.
- Identify the production issues that would be specific to this particular scenario.

Scenario question range for Higher

- State the medium you have chosen
- State an audience you intend to target

- Indicate the technical and cultural codes you would use and justify your choices in relation to such things as medium, audience and/or the meanings you wish to convey.
- Identify the production issues that would be specific to this particular scenario.

Sample marking instruction for scenario question

- The standard for Intermediate 2 is that candidates are expected to explain. Judgements about justifications should reflect the standards embedded in ‘explanation’.
- The standard for Higher is that candidates are expected to analyse. Judgements about justifications should reflect the standards embedded in ‘analysis’.
- If production issues are relevant to the given scenario and:
 - choices have been fully justified: 34-40 marks
 - choices have been convincingly justified: 28-33 marks
 - choices have been clearly justified: 24-27 marks
 - choices have been adequately: 20-23 marks
 - choices have been inadequately justified: 15-19 marks
 - choices have been poorly justified: 10-14 marks
 - choices have not been justified: 0-9 marks