

Guidelines for Understanding Standards in Media Studies at Intermediate 1 level

First edition: November 2003
Publication code: BB1882

Published by the Scottish Qualifications Authority
Hanover House, 24 Douglas Street, Glasgow G2 7NQ,
and Ironmills Road, Dalkeith, Midlothian EH22 1LE

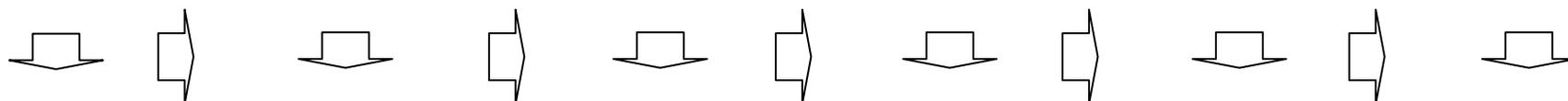
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Intermediate 1 — Media Analysis

General Advice

- ◆ Study various types of print to give as wide an experience of format as possible, eg public service, product and company adverts; tabloid, broadsheet and magazine; comic strips; film posters.
- ◆ These should be appropriate to a minimum of two different types of audience and show clearly what type of institution made the text.
- ◆ Candidates benefit from written vocabulary tests on media language from early in the Course, eg cultural and technical codes, connotation, denotation, anchorage, stereotypes, use of fonts, types of lighting, types of focus, use of colour etc.
- ◆ Build a bank of words (signs and codes) commonly used **with justification** of choice, eg soft focus/romance, sans serif/modernity, sepia/from the past.
- ◆ Questions should be very structured at this level (**see NABs and past question papers**).
- ◆ Keep questions simple. Cover all words that could be used in the third bullet point.

Answering Questions — Section 1



Categories	Cultural/Technical Codes	Narrative Elements/Structure	Stereotypes	Target Audience	Institution/Maker
<p>Medium</p> <p>Purpose</p> <p>Form</p> <p>Genre</p> <p>Target Audience</p>	<p>Cultural Codes — signs whose meaning is shared by members of a culture, eg dress/costume, gesture, mise-en-scene, iconography.</p> <p>Technical Codes — page size, quality of paper, text elements, character formatting, photos, logos, and colour.</p>	<p>Who, where, what, why, when.</p> <p>Single and multiple storylines.</p> <p>Conflict, development, resolution.</p>	<p>Age, gender, race, social class, nationality, setting/place.</p> <p>Non-stereotypical representations.</p>	<p>Identify target audience and justify.</p> <p>Describes at least two different kinds of audience reaction.</p>	<p>Identify the type of production company.</p> <p>Considers the effect of finance on text.</p>
<p>Describe each of the categories giving where possible two purposes and two types of audience.</p> <p>Give reasons for each choice.</p>	<p>Denotation — the description of a sign.</p> <p>Connotation — the meaning associated with the sign.</p> <p>Describe as many codes as possible and explain their use.</p>	<p>Possible elements — classic narrative, what story is told and how, conforming or not to type (compare to others in same genre), order, format.</p> <p>Give reasons for use.</p>	<p>Choose as many stereotypes as possible.</p> <p>Describe how and why the maker has chosen/created these stereotypes.</p> <p>Questions could cover characters, stars, accents, scenery, costume/dress, and symbolic signs.</p>	<p>Describe the target audience.</p> <p>Audience could be described by age, gender and any other relevant characteristics and identified by interest in genre, narrative, representations etc.</p> <p>Different reactions — boredom, shock, interest based on needs (escapism, fandom etc) justified by example (age, gender etc).</p>	<p>Describe the company or what type of company produced the text.</p> <p>Justify, eg name, logo, and quality of paper, broadsheet, and glossy magazine.</p> <p>Describe finance, eg cost and sources of finance.</p> <p>Describe links with other media.</p>

Guidelines Media Analysis — Section 1

Outcome 1	Minimum Requirements	Beyond Minimum	Well Beyond Minimum
♦ Categories	Identifies one appropriate category with an example from the text.	Identifies two or more categories justified by reference to text.	<p>Some explanation and detailed description of two or more categories, two or more cultural and technical codes, narrative structure and stereotyping.</p> <p>There is integration between key aspects and the description is convincingly justified by reference to the text/s.</p>
♦ Codes	Describes one technical code and one cultural code from the text accurately .	At least one cultural and one technical code are described in detail with some understanding of use.	
♦ Narrative	Describes narrative structure accurately with reference to text.	Narrative structure is described in some detail .	
♦ Stereotyping	Describes one stereotype accurately from the text.	Describes stereotyping in some detail .	
♦ Integrates		Some integration between key aspects.	

Outcome 2	Minimum Requirements	Beyond Minimum	Well Beyond Minimum
◆ Target audience	Identifies the target audience with justification .	Identifies target audience and at least two different audience reactions.	Describes audience convincingly justified .
◆ Differential decoding	Two kinds of audience reaction are given with justification .	Describes possible audience reaction to the text and the cause, eg connects reaction to narrative, genre, stereotypes.	Description and some explanation of different audience reaction to the text based on background (gender, age, experience).
◆ Integrates			Integrates with other key aspects.
Outcome 3	Minimum Requirements	Beyond Minimum	Well Beyond Minimum
◆ Institution	Identifies who made the text or describes the type of production company.	Describes the type of production company in some detail .	The type of production company and the effects of finance are described in some detail .
◆ Financial controls	Describes one effect of finance on the text.	At least one financial effect is described in some detail .	Describes with some explanation how and why the text is constructed by the maker in terms of narrative and stereotypes to meet the needs of the audience.
◆ Integrates		Some description of how ownership and finance effect other key aspects.	

Guidelines

Section 2 — Production

	Minimum Requirements	Beyond Minimum	Well Beyond Minimum
♦ The answer should be written from the point of view of the creator (director, editor etc).	A pass is possible (but not a good pass) written from the point of view of the audience .	Some knowledge and understanding of production skills and procedures. The answer suggests a production that could work.	Understanding of production skills and procedures.
♦ Categories. Clearly state and justify medium, target audience, content and style.	Describes in terms of brief and/or target audience. In some cases inappropriate choices are acceptable if well justified.	Described in some detail in terms of brief and/or target audience.	Explained in terms of the brief and/or target audience.
♦ Planning.	Outlined in terms of key tasks and personnel.	Outlined in some detail .	Describes.
♦ Outline the format with justification.	Even if the format would not work the answer could pass with adequate justification. Simple format with little justification .	The format shows some understanding of audience engagement through use of cultural and technical codes, narrative and representations. Some justification.	The outline is effective and uses a variety of techniques to engage audience. The outline conforms to house style where appropriate. Choices are justified .
♦ Technical terms appropriate to medium and form.	Limited.	Appropriate. Limited.	Appropriate. Accurate. Varied.
♦ Justify choices of technical and cultural codes, narrative and representations.	Outlines choices.	Identifies choices with some description.	Describes choices in some detail .
♦ Professional practice	Shows some awareness.	Identifies.	Describes.

Not all bullet points will be appropriate but a good candidate should be able to answer questions on all of them.

General Advice

- ◆ Preparation for the production question is practise in designing in the media **they have studied**; all choices should be well justified. (Some candidates self-penalise by attempting to answer all the questions in the different media.)
- ◆ Write in the first person.
- ◆ Basic understanding and application of technical terms (media specific) are essential for a good pass. **(See the exemplar tables for production in the arrangements.)** Less able candidates benefit from a structured approach, eg a set opening sequence which could double as an advert, a bank of appropriate music and presenters, different fonts appropriate to genre, different colours appropriate for connotation.
- ◆ It is worthwhile taking time to do media specific terminology tests.

Summary Statements

At Intermediate 1 candidates should **describe** and identify individual elements, name these, and indicate how they work together in the text.

Analysis — Section 1		
Minimum	Beyond minimum	Well beyond minimum
Shows some understanding of media texts through adequate description of textual features. Identifies target audience and different audience reaction. Identifies financial contexts and their effect.	Shows understanding of media texts through competent description of textual features. Describes target audience and different audience reactions. Describes financial contexts and their effect.	Shows good understanding of media texts through highly competent description of textual features, in identifying target audience and different audience reactions, and in describing financial context and their effects.

Production — Section 2		
Minimum	Beyond minimum	Well beyond minimum
Applies basic technical and production knowledge, understanding and skills to designing a media product. Uses basic, appropriate technical terms. Justifies choices.	Shows some competence in applying basic technical and production knowledge, understanding and skills in designing a media product. Uses appropriate technical terms with some insight. Justifies choices in some depth.	Shows a high level of competence in applying basic technical and production knowledge, understanding and skills in designing a media product. Uses appropriate technical terms with insight. Justifies choices in depth.