



**2012 Media Studies**

**Intermediate 1**

**Finalised Marking Instructions**

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## Intermediate 1 Media Studies 2012

### Marking Instructions

#### Section 1 – Media Analysis

Any sensible answer together with justification should be accepted.

1. Name of text 1 mark
2. Correct identification of the kind of text – any sensible answer 1 mark
3. *The narrative of a media text is carefully structured. With close reference to the text you have studied, describe its narrative structure.* 10 marks

Where the answer offers ONLY a detailed description of the (correct) narrative structure without any textual reference, award up to 5 marks.

**Weak** description of the narrative structure 1 – 3 marks

**Adequate** description of the narrative structure 4 – 6 marks

**Clear** description of the narrative structure 7 – 8 marks

**Full** description of the narrative structure 9 – 10 marks

4. *This question asks you to think about the Representations in the text you have studied.*
  - (a) *Identify **one** stereotype OR **one** non-stereotype in the text you have studied*
  - (b) *By referring closely to the text you have studied, describe in detail how this stereotype or non-stereotype has been made.*

Identification ONLY of one representation in the media text [i.e. question 4(a) only is answered] 1 mark

Identification plus **Weak** description of what makes the representation a stereotype or non-stereotype 1-3 marks

Identification plus **Adequate** description of what makes the representation a stereotype or non-stereotype 4-6 marks

Identification plus **Clear** description of what makes the representation a stereotype or non-stereotype 7-8 marks

Identification plus **Full** description of what makes the representation a stereotype or non-stereotype 9 - 10 marks

5. (a) (i) *Identify **one** target audience for the text you have studied.*
- (ii) *By referring closely to the text, describe what has been included to appeal to this audience.*
- Identification **only** of the target audience i.e. question 5(a) only is answered 1 mark
- Identification plus **Weak** description of what was included in the text to appeal to this audience 1-2 marks
- Identification plus **Adequate** description of what was included in the text to appeal to this audience 3-4 marks
- Identification plus **Clear** description of what was included in the text to appeal to this audience 5 marks
- Identification plus **Full** description of what was included in the text to appeal to this audience 6 marks
- (b) (i) *Identify **one audience** who would **not** enjoy this text.*
- (ii) *By referring closely to the text, describe why they would **not** enjoy in this text.*
- Identification **only** of one audience who would not enjoy this text ie question 5(b)(i) only is answered 1 mark
- Identification plus **Weak** description of what would not appeal to this audience 1 mark
- Identification plus **Adequate** description of what would not appeal to this audience 2 marks
- Identification plus **Clear** description of what description of what would not appeal to this audience 3 marks
- Identification plus **Full** description of would not appeal to this audience 4 marks
6. *Institutional factors affect media texts. These factors could include: who owns the media company; the effect of the law on the text ;the effect of budget and resources on the text; the need to obey Health and Safety laws; the use of stars; the effect of advertisers and advertising on the text; the need to make a profit, and other institutional factors.*
- (a) *Identify **one** institutional factor that had an affect on the text*  
 Identification of one institutional factor 0 marks
- (b) *Describe in detail how this factor affected the text you have studied.*
- Weak** description of how the institutional factor affected the text 1 mark
- Adequate** description of how the institutional factor affected the text 2 marks
- Clear** description of how the institutional factor affected the text 3 marks
- Full** description of how the institutional factor affected the text 4 marks
- (c) *Identify **another** institutional factor that had an affect on the text.*  
 Identification of another institutional factor 0 marks
- (d) *Describe in detail how this factor affected the text you have studied.*
- Weak** description of how the institutional factor affected the text 1 mark
- Adequate** description of how the institutional factor affected the text 2 marks
- Clear** description of how the institutional factor affected the text 3 marks
- Full** description of how the institutional factor affected the text 4 marks

## Section 2 – Media Production

The instructions below apply to all answers:

- 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
- 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:

- In Questions 2 and 3, answer all parts of the question
- Respond in a format appropriate to the question
- Demonstrate knowledge and understanding of production processes
- Respond from a production viewpoint

Marks are awarded for the justification of Elements. However, in Questions Two and Three, not every Element will necessarily be included in the design. Not every Element necessarily has equal weighting, and so responses should be marked holistically.

Those Elements that are included should combine effectively in order to pass. Where the Elements are not combined effectively but are accompanied by full justification the response may still pass.

## Question 1

### Reflective Question on a Group Production

(a) *Identification of the type of media product created – any sensible answer.* 1 mark

(b) *Identification of the purpose(s) of the product.*

Identification of appropriate purpose(s) 1 mark

(c) *Identify the target audience(s) for your media product (consider, for example, age, gender, interest, nationality, social class).*

Identification of the target audience(s) for the media product 1 mark

More specifically segmented / detailed identification of the target audience 2 marks

(d) (i) *Describe the research you carried out (eg using the internet, the library, use of questionnaires, research into a similar media product etc.).*

*Award one mark for a generalised use of items from the list of methods given in the question.*

**Weak** description of research 1 mark

**Adequate** description of research 2 marks

(ii) *What decisions did you make as a result of your research?*

**Weak** description of effect of research on decision-making 1-3 marks

**Adequate** description of effect of research on decision-making 4-5 marks

**Clear** description of effect of research on decision-making 6-7 marks

**Full** description of effect of research on decision-making 8 marks

(e) *In your production, you and your group thought about how you would use media language to create meaning. This media language included codes such as dress/costume, shot, font, colour, graphics, sound, layout or any other appropriate codes.*

(i) *Identify four codes used in your production.*

(ii) *Give a reason for selecting **each** of these codes.*

Mark (e) (i) and (e) (ii) together

Note: this question has a maximum of 16 marks

Repetition **only** of the codes listed in the question = zero marks

For each code identified:

**Weak** description of why the code was selected or how it was used 1 mark

**Adequate** description of why the code was selected or how it was used 2 marks

**Clear** description of why the code was selected or how it was used 3 marks

**Full** description of why the code was selected or how it was used 4 marks

- (f) *When you are planning and making your media product, you could not just do anything you liked.  
Institutional factors such as budget, rules and regulations, Health and Safety laws, legal requirements, available skills, the equipment you were given and so on influenced the decisions you made.*

*Describe in detail how **two** institutional factors affected the decisions you made.*

Note: Identification only of two appropriate institutional issues zero marks

Note: Where only one institutional factor is dealt with, award up to 3 marks.

**Weak** description of how two institutional factors affected decisions 1-2 marks

**Adequate** description of how two institutional factors affected decisions 3-4 marks

**Clear** description of how two institutional factors affected decisions 5 marks

**Full** description of how two institutional factors affected decisions 6 marks

- (g) *If you were making this media product again, what would you change to improve it?*

**Weak** description of how the media product could be improved 1 mark

**Adequate** description of how the media product could be improved 2 marks

**Clear** description of how the media product could be improved 3 marks

**Full** description of how the media product could be improved 4 marks

## Question 2

### Creative Brief question

#### Parts (i) and (ii) should be marked together

The candidate is to design one advertisement to attract 18 -25 year-olds to holiday in Scotland.

To achieve a pass the response must be clear and adequately relate to its target audience(s).

The response must demonstrate an understanding of the conventions of advertising to a target audience in the chosen medium (from TV, Film, Radio, Print, the Internet).

If the response is <b>fully</b> justified	34-40 marks
If the response is <b>convincingly</b> justified	28-33 marks
If the response is <b>clearly</b> justified	24-27 marks
If the response has been <b>adequately</b> justified	20-23 marks
If the response has been <b>inadequately</b> justified	16-19 marks
If the response has been <b>poorly</b> justified	12-15 marks
If the response <b>has not been</b> justified but the design demonstrates <b>some understanding</b>	10-11 marks
If the response <b>has not been justified</b> and the design demonstrates <b>little or no understanding</b>	0-9 marks

## Question 3

### Scenario question

#### Parts (i) and (ii) should be marked together

Using the scenario provided, the candidate is to design a media text in a medium of their choosing.

Marks are awarded for the **justifications** of the medium-specific decisions. To achieve a pass, the response must be clear, must demonstrate an understanding of the conventions of the medium and apply them appropriately. Where the elements are not combined effectively but are accompanied by full justification, the response may still pass.

Clear design and reasons for decisions <b>fully</b> justified	34-40 marks
Clear design and reasons for decisions <b>convincingly</b> justified	28-33 marks
Adequate design and reasons for decisions <b>clearly</b> justified	24-27 marks
Adequate design and reasons for decisions <b>adequately</b> justified	20-23 marks
If the response has been <b>inadequately</b> justified	16-19 marks
If the response has been <b>poorly</b> justified	12-15 marks
If the response <b>has not been</b> justified <b>but the design demonstrates some understanding</b>	10-11 marks
If the response <b>has not been</b> justified <b>and the design demonstrates little or no understanding</b>	0-9 marks

[END OF MARKING INSTRUCTIONS]