



National
Qualifications
2016

2016 Media

National 5

Finalised Marking Instructions

© Scottish Qualifications Authority 2016

The information in this publication may be reproduced to support SQA qualifications only on a non-commercial basis. If it is to be used for any other purposes written permission must be obtained from SQA's NQ Assessment team.

Where the publication includes materials from sources other than SQA (secondary copyright), this material should only be reproduced for the purposes of examination or assessment. If it needs to be reproduced for any other purpose it is the centre's responsibility to obtain the necessary copyright clearance. SQA's NQ Assessment team may be able to direct you to the secondary sources.

These Marking Instructions have been prepared by Examination Teams for use by SQA Appointed Markers when marking External Course Assessments. This publication must not be reproduced for commercial or trade purposes.



General Marking Principles for National 5 Media

This information is provided to help you understand the general principles you must apply when marking candidate responses to questions in this Paper. These principles must be read in conjunction with the detailed marking instructions, which identify the key features required in candidate responses.

- (a) Marks for each candidate response must always be assigned in line with these General Marking Principles and the Detailed Marking Instructions for this assessment.
- (b) Marking should always be positive. This means that, for each candidate response, marks are accumulated for the demonstration of relevant skills, knowledge and understanding: they are not deducted from a maximum on the basis of errors or omissions.
- (c) If a specific candidate response does not seem to be covered by either the principles or detailed Marking Instructions, and you are uncertain how to assess it, you must seek guidance from your Team Leader.
- (d)
 - i. For credit to be awarded, points must relate to the question asked.
 - ii. There are two main types of question used in this question paper, namely:
 - A. Describe . . .
 - B. Explain . . .
 - iii. For each of the question types (in ii above), the following provides an overview of marking principles.

A Questions that ask candidates to describe . . .

Candidates must make a number of relevant, factual points, or state characteristics and features, as appropriate to the question asked. Points made do not need to be in any particular order. Candidates may provide a number of straightforward points or a smaller number of developed points, or a combination of these.

Up to the total number of marks allocated:

- One mark should be awarded for each relevant point.
- Each subsequent mark can be awarded for development of a relevant point, including exemplification.

Example:

Q: Describe in detail one convention of a particular genre that has been used in a media text you have studied. (2 marks.)

One convention of adventure films is that the narrative is structured around a quest to find something or solve a problem. (1 mark for relevant point – description of genre convention.) This can be seen in Blood Diamond where Solomon’s quest is to find his family and go back to his peaceful life, and Danny’s quest is to find the diamond and get rich. (1 mark for development by exemplification.)

B Questions that ask candidates to explain . . .

Candidates must make points that relate cause and effect and/or make relationships between things clear. Where a number of points are made, these do not need to be in any particular order. Candidates may provide a number of straightforward points or a smaller number of developed points, or a combination of these.

Up to the total number of marks allocated:

- One mark should be awarded for each relevant point of explanation; where specific factors to be explained are not identified in the question, one mark should be awarded for first identifying what the factors are.
- Each subsequent mark can be awarded for development of a relevant point, including exemplification.

Examples:

Q: Explain how media content you have studied might influence behaviour or attitudes.
(2 marks.)

Stereotyped representations of young people are often found in news stories and newspaper headlines about them which focus on anti-social behaviour. (1 mark for example.) This gives only a one-sided, negative view, but when it is repeated many times some might believe it to be true of all young people. This can lead to attitudes of prejudice towards them, as well as fearful or defensive behaviour. (1 mark for point of explanation.)

- (d) Candidates can refer to the same or different texts in their responses to each question.
- (e) Where there is choice, candidates can make reference to one or more media texts and can discuss these in a general or thematic way, or by close analysis and exemplification.
- (f) Key aspects, contexts and roles of media are broad concepts. They can incorporate many models, theories or approaches to media analysis, and these may vary between particular media, forms and genres. Where candidates are awarded the choice of key aspects, contexts or roles to use in their answer, markers should accept the use of any appropriate model, theory or approach if it is relevant to the content and question, and corresponds to the following:

Content-based key aspects

Categories: medium, purpose, form, tone, genre

Language: technical codes, cultural codes, anchorage

Narrative: structures, codes, conventions

Representation: selection and portrayal, stereotyping, cultural assumptions

Context-based key aspects

Audience: target audience, preferred reading, different audience responses

Institution: internal controls and constraints, external controls and constraints

Other contexts

Society: time, place

Roles of media

Meeting needs: entertain, educate, inform

Influencing attitudes and behaviours: intentional, unintentional

Meeting particular purposes: profit, self-interest, public service

Detailed Marking Instructions for each question

Question	General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
1.	<p>Candidates must make points that relate cause and effect and/or make relationships between things clear. Where a number of points are made, these do not need to be in any particular order.</p> <p>Candidates may provide a number of straightforward points or a smaller number of developed points, or a combination of these. Up to the total number of marks allocated:</p> <p>1 mark should be awarded for each relevant point of explanation.</p> <p>Each subsequent mark can be awarded for development of a relevant point, including exemplification.</p>	8	<p>Candidates can be awarded up to 8 marks as follows:</p> <p>1 mark should be awarded for each valid explanation of how generic conventions help to identify a specific genre.</p> <p>Subsequent marks can be awarded for additional or developed points, including exemplification of the generic conventions.</p>
2.	<p>Candidates must make a number of relevant, factual points, or state characteristics and features, as appropriate to the question asked.</p> <p>Candidates must also make points that relate cause and effect and/or make relationships between things clear.</p> <p>Where a number of points are made, these do not need to be in any particular order. Candidates may provide a number of straightforward points or a smaller number of developed points, or a combination of these. Up to the total number of marks allocated:</p> <p>1 mark should be awarded for each relevant point of description or explanation.</p> <p>Each subsequent mark can be awarded for development of a relevant point, including exemplification.</p>	10	<p>Candidates can be awarded up to 10 marks as follows:</p> <p>One mark should be awarded for each description of a technical or cultural code, and one mark for an explanation of how a specific technical and/or cultural code is used to appeal to audiences. Subsequent marks should be awarded for developed/additional explanations of how technical and/or cultural codes have been used to appeal to audiences.</p> <p>Where only a description of technical or cultural codes is given, a maximum of 8 marks can be awarded.</p> <p>Where only one technical or cultural code is given, a maximum of 8 marks can be awarded.</p>

Question		General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
3.	(a)	<p>Candidates must make a number of relevant factual points, or state characteristics and features as appropriate to the question asked. Points made need not be in any particular order. Candidates may provide a number of straightforward points or a smaller number of developed points, or a combination of these.</p> <p>Up to the total number of marks allocated: 1 mark should be awarded for development of a relevant point. Each subsequent mark can be awarded for development of a relevant point, including exemplification.</p>	8	<p>Candidates can be awarded up to 8 marks as follows:</p> <p>1 mark should be awarded for a relevant description of a representation.</p> <p>Subsequent marks should be awarded for additional or developed descriptions.</p> <p>Where representations are only identified, not described, a maximum of 8 marks can be awarded.</p> <p>There may be some overlap with 3(b), and if explanation is given here, rather than description, the marks can be awarded in 3(b).</p>
	(b)	<p>Candidates must make points that relate cause and effect and/or make relationships between things clear. Where a number of points are made, these do not need to be in any particular order.</p> <p>Candidates may provide two straightforward points or one developed point.</p> <p>Up to the total number of marks allocated: 1 mark should be awarded for each relevant point of explanation. A subsequent mark can be awarded for development of a relevant point, including exemplification.</p>	2	<p>Candidates can be awarded up to 2 marks, as follows:</p> <p>Award 1 mark for each explanation of a relationship between one of the representations described in (a) and the ideas or attitudes of the producers of the content. A second mark can also be awarded for development of a relevant point, which might include additional explanation or exemplification.</p> <p>There may be some overlap with 3(a), and if description is given here, rather than explanation, the marks can be awarded in 3(a).</p>

Question		General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
4.	(a)	<p>Candidates must make a number of relevant factual points, or state characteristics and features as appropriate to the question asked. Points made need not be in any particular order. Candidates may provide a number of straightforward points or a smaller number of developed points, or a combination of these.</p> <p>Up to the total number of marks allocated: 1 mark should be awarded for development of a relevant point. Each subsequent mark can be awarded for development of a relevant point, including exemplification.</p>	10	<p>Candidates can be awarded up to 10 marks as follows:</p> <p>1 mark should be awarded for each valid description of an element of narrative structure. Several different aspects of narrative may be described, or one type of narrative developed.</p> <p>There may be some overlap with 4(b), and if explanation is given here, rather than description, the marks can be awarded in 4(b).</p>
	(b)	<p>Candidates must make points that relate cause and effect and/or make relationships between things clear. Where a number of points are made, these do not need to be in any particular order. Candidates may provide a number of straightforward points or a smaller number of developed points, or a combination of these.</p> <p>Up to the total number of marks allocated: 1 mark should be awarded for a relevant point of explanation. A subsequent mark can be awarded for development of a relevant point, including exemplification.</p>	2	<p>Candidates can be awarded up to 2 marks as follows:</p> <p>1 mark should be awarded for a relevant point of explanation of how audiences might respond to the narrative codes and/or conventions and/or structures.</p> <p>A second mark can also be awarded for development of a relevant point, which might include additional explanation or exemplification.</p> <p>There may be some overlap with 4(a), and if description is given here, rather than explanation, the marks can be awarded in 4(a).</p>

Question		General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
5.	(a)	<p>Candidates must make a number of relevant, factual points, or state characteristics and features, as appropriate to the question asked. Points made do not need to be in any particular order. Candidates may provide a number of straightforward points or a smaller number of developed points, or a combination of these. Up to the total number of marks allocated:</p> <p>1 mark should be awarded for each relevant point. Each subsequent mark can be awarded for development of a relevant point, including exemplification.</p>	4	<p>Candidates can be awarded up to 4 marks as follows:</p> <p>1 mark should be awarded for each valid description of how media content is intended to perform a public service. Each subsequent mark can be awarded for development of a relevant point, including exemplification.</p> <p>There may be some overlap with 5(b), and if explanation is given here, rather than description, the marks can be awarded in 5(b).</p> <p>If only inappropriate media content is selected but the candidate shows understanding of the particular purpose of public service media content, a maximum of 1 mark can be awarded.</p>

Question	General Marking Instructions for this type of question	Max Mark	Specific Marking Instructions for this question
(b)	<p>Candidates must make points that relate cause and effect and/or make relationships between things clear. Where a number of points are made, these do not need to be in any particular order.</p> <p>Candidates may provide a number of straightforward points or a smaller number of developed points, or a combination of these. Up to the total number of marks allocated:</p> <p>1 mark should be awarded for each relevant point of explanation.</p> <p>Each subsequent mark can be awarded for development of a relevant point, including exemplification.</p>	6	<p>Candidates can be credited in a number of ways up to a maximum of 6 marks.</p> <p>For each public service described in a):</p> <p>Candidates must show at least one causal relationship between the key aspect and the public service identified. One mark should be awarded for each relevant point of explanation.</p> <p>Candidates do not always explicitly name the relevant key aspect, but can still be rewarded if the reference is clear.</p> <p>Subsequent marks can be awarded for each additional or developed point.</p> <p>There may be some overlap with 5(a), and if description is given here, rather than explanation, the marks can be awarded in 5(a).</p> <p>If only inappropriate media content is selected but the candidate shows understanding of how one or more key aspects can be used to achieve the particular purpose of public service, a maximum of 3 marks can be awarded.</p>

[END OF MARKING INSTRUCTIONS]