

9 March 2011

To: SQA Co-ordinator all Schools and
Colleges of Further Education
Directors of Education
SCIS
Customer Account Managers

Our ref: AW/CM

Action by Recipient	
	Response required
X	Note and pass on
	None — update/information only

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Dear Colleague

National Qualifications Update- Media Studies.

The contents of this letter should be passed to the member of staff responsible for Media Studies

Advanced Higher Media Studies

We would like to remind you that the Advanced Higher Media Studies will no longer be available after this year's examination diet. The component units will be available as freestanding Units.

F57L 11 An Introduction to the Media Industry

Slight amendments have been made to this Unit and an amended version is available on SQA's website. National Assessment Bank material is being prepared and will be available shortly on the secure website.

Higher Media Studies Question paper -Production Section Scenario Question

In the interests of clarity, please note the following for Higher Media Studies. This will apply from 2011 until further notice

In Section 2, Media Production, a change has been made to the instruction immediately following the stimulus material for the scenario question.

Old instruction

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

New instruction

In a medium you know well, plan how you would create or report on the above scenario.

The reason for this change is to encourage candidates to plan codes and content which are closely based on the **specifics** of the scenario and discourage the reproduction of prepared essays which cannot be well rewarded.

The advice from the 2010 External Assessment Report for the future preparation of candidates in response to the scenario question is as follows:

- Candidates should ensure that they include all the elements required by the question.
- Candidates should justify creative decisions by referring as appropriate to details in the scenario or the meanings intended. No matter how detailed, a description of technical and cultural codes or any other element without justification is inadequate.
- An attempt to use media production knowledge to genuinely respond to the stimulus of the scenario will be better rewarded than a prepared answer about production practices.
- Candidates should **not** spend time justifying audience or medium; these require simply to be indicated. Candidates who do spend time justifying these tend to use up valuable time writing information which is irrelevant to the marking criteria.
- Candidates should **not** spend time discussing casting, technology or concepts such as synergy. Such information is not required by the question and is not rewarded in the marking criteria.
- In the scenario question, candidates should plan how to create or report on the **specific** narrative details given. Responses which seem to be for a completely different narrative will not be well rewarded. It has become quite obvious that some candidates come to the exam with a pre-prepared scenario that they reproduce and try to link it somehow to the one given. Others try to make the scenario details fit the conventions of a fictional genre they are familiar with, even where the scenario clearly does not belong to that genre; as a result, appropriate treatment of specific details in the narrative becomes difficult to plan and justify, and low marks are the result.

The full text of the 2010 External Assessment Report for Higher Media Studies can be accessed at sqa.org.uk

Yours sincerely



Alan Wilson
Qualifications Manager
Humanities, Arts and Business

