



2013 Media Studies

Intermediate 1

Finalised Marking Instructions

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Part One: General Marking Principles for Media Studies Intermediate 1

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 specific Marking Instructions for each question.

- (a)** Marks for each candidate response must always be assigned in line with these general marking principles and the specific Marking Instructions for the relevant question. 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/Principal Assessor.
- (b)** Marking should always be positive ie, marks should be awarded for what is correct and not deducted for errors or omissions.

GENERAL MARKING ADVICE: Media Studies Intermediate 1

The marking schemes are written to assist in determining the “minimal acceptable answer” rather than listing every possible correct and incorrect answer. The following notes are offered to support Markers in making judgements on candidates’ evidence, and apply to marking both end of unit assessments and course assessments.

Part Two: Marking Instructions for each Question

Section 1 – Media Analysis

Any sensible answer together with justification should be accepted.

Question		Expected Answer/s	Max Mark	Additional Guidance
1		<p>What is the name of the text you will be answering on?</p> <p>Name of text</p>	1	
2		<p>What kind of text is it (eg film poster, newspaper, etc)?</p> <p>Correct identification of the kind of text – any sensible answer</p>	1	
3		<p>The text you have studied has a narrative structure. By referring closely to the text, describe its narrative structure.</p> <p>Where the answer offers ONLY a detailed description of the (correct) narrative structure without any textual reference, award up to 4 marks.</p> <p>Weak description of the narrative structure = 1-2 marks Adequate description of the narrative structure = 3-4 marks Clear description of the narrative structure = 5-6 marks Full description of the narrative structure = 7-8 marks</p>	8	
4	a	<p>The text you have studied has been made with particular audiences in mind.</p> <p>Name one audience for this text.</p> <p>correct identification of one audience</p>	1	

Question		Expected Answer/s	Max Mark	Additional Guidance
4	b	<p>By referring closely to the text, describe what has been included in this text to appeal to this audience.</p> <p>Weak description of what was included in the text to appeal to this audience = 1- 2 marks Adequate description of what was included in the text to appeal to this audience = 3 marks Clear description of what was included in the text to appeal to this audience = 4 marks Full description of what was included in the text to appeal to this audience = 5 marks</p>	5	
4	c	<p>Name a different audience for this text.</p> <p>correct identification of a different audience</p>	1	
4	d	<p>By referring closely to the text, describe what has been included in this text to appeal to this different audience.</p> <p>Weak description of what was included in the text to appeal to this different audience = 1-2 marks Adequate description of what was included in the text to appeal to this different audience = 3 marks Clear description of what was included in the text to appeal to this different audience = 4 marks Full description of what was included in the text to appeal to this different audience = 5 marks</p>	5	

Question		Expected Answer/s	Max Mark	Additional Guidance
5	a	<p>The text you have studied contains stereotypes or non-stereotypes of people, places, events, ideas etc.</p> <p>Identify one stereotype or one non-stereotype in the text you have studied.</p> <p>If Question 5(b) is not attempted but a correct identification ONLY of one stereotype or one non-stereotype in the text is given (if only 5a is answered)</p>	1	
5	b	<p>By referring closely to the text, describe in detail how this stereotype or non-stereotype has been made.</p> <p>Weak description of how the representation a stereotype or non-stereotype has been made = 1-3 marks Adequate description of how the representation a stereotype or non-stereotype has been made = 4-5 marks Clear description of how the representation a stereotype or non-stereotype has been made = 6-7 marks Full description of how the representation a stereotype or non-stereotype has been made = 8 marks</p>	8	
5	c	<p>Why has this stereotype or non-stereotype been made this way?</p> <p>Weak description of why the representation a stereotype or non-stereotype has been made = 1 mark Adequate description of why the representation a stereotype or non-stereotype has been made = 2 marks</p>	2	

Question		Expected Answer/s	Max Mark	Additional Guidance
6	a	<p>Producers of media texts cannot just do what they like. They have to consider such things as:</p> <ul style="list-style-type: none"> • who owns the media company / companies • the effect of the law on the text • the effect of the budget and resources on the text • the need to obey Health and Safety laws • the use of stars and personalities • the effect of advertisers and advertising on the text • the need to make a profit and other institutional factors. <p>With close reference to the text you have studied, describe how one institutional factor has affected this text.</p> <p>“Identification of institutional factor ONLY = zero marks” 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</p>	4	
6	b	<p>With close reference to the text you have studied, describe how one other institutional factor has affected this text.</p> <p>“Identification of institutional factor ONLY = zero marks” Weak description of how one other institutional factor affected the text = 1 mark Adequate description of how one other institutional factor affected the text = 2 marks Clear description of how one other institutional factor affected the text = 3 marks Full description of how one other institutional factor affected the text = 4 marks</p>	4	
			40	

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
- Demonstrate understanding of the key aspects of Media Studies

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

Question			Expected Answer/s	Max Mark	Additional Guidance
1	a	i	<p>During the Media Production Unit, you worked as part of a team and created one media product. You should base your answers on the media product you made.</p> <p><u>Production Categories - question 1(a) i-iv</u></p> <p>In your production unit you were given a brief to make one media text.</p> <p>What was the medium of the media text you made?</p> <p>Identification of the correct medium</p>	1	For Q1 (a) (i) Do not reward answers on FORM. Accept responses that imply Medium eg tv advert
1	a	ii	<p>What was the target audience(s) for the media text you made?</p> <p>Identification of appropriate target audience(s).</p>	1	
1	a	iii	<p>What was the purpose(s) of the media text you made?</p> <p>Identification of appropriate purpose(s).</p>	1	
1	a	iv	<p>What was the genre of the media text you made?</p> <p>Identification of the correct genre.</p>	1	

Question			Expected Answer/s	Max Mark	Additional Guidance
1	b	i	<p><u>Production Research - question 1(b) i-iv</u></p> <p>As part of your planning, you carried out research.</p> <p>Identify one piece of research you carried out.</p> <p>Identification of one appropriate piece of research.</p>	1	
1	b	ii	<p>What did you find out from this research?</p> <p>Weak description of what was found from one research finding =1 mark Adequate description of what was found from one research finding = 2 marks</p>	2	
1	b	iii	<p>Identify one other piece of research you carried out.</p> <p>Identification of one other appropriate piece of research.</p>	1	
1	b	iv	<p>What did you find out from this other piece of research?</p> <p>Weak description of what was found from one other research finding =1 mark Adequate description of what was found from one other research finding = 2 marks</p>	2	

Question			Expected Answer/s	Max Mark	Additional Guidance
1	c	iii	<p>Which one of these codes were you most satisfied with?</p> <p>Weak description of why satisfied with the code used = 1 mark Adequate description of why satisfied with the code used = 2 marks</p>	2	
1	d	i	<p><u>Production – Institutional factors – question 1(d) i - ii</u></p> <p>Your production was affected by institutional factors like time, the skills of the people in the group, the budget available, the equipment available and so on.</p> <p>Identify one institutional factor that affected your media text.</p>		
1	d	ii	<p>How did you deal with this institutional factor to make your media text?</p> <p>Mark questions (d)(i) and (d)(ii) together.</p> <p>Identification only of one institutional factor = 1 mark Identification plus Weak description of how the institutional issue was dealt with = 2 -3 marks Identification plus Adequate description of how the institutional issue was dealt with = 4 - 5 marks Identification plus Clear description of how the institutional issue was dealt with = 6 -7 marks Identification plus Full description of how the institutional issue was dealt with = 8 marks</p>	8	

Question		Expected Answer/s	Max Mark	Additional Guidance
1	e	<p><u>Production – evaluation– question 1(e)</u></p> <p>During the Media Production Unit, you planned, made and evaluated the media text.</p> <p>What have you learned about the process of making your media text?</p> <p>Weak description of what was learned = 1 mark Adequate description of what was learned = 2 marks Clear description of what was learned = 3 marks Full description of what was learned = 4 marks</p>	4	
			Total (40)	

Question	Expected Answer/s	Max Mark	Additional Guidance
2	<p>There are two parts to this question. Part (i) is on this page and on <i>Page fourteen</i>; Part (ii) is on <i>Page fifteen</i>. Be sure to answer both parts.</p> <p>Part (i)</p> <p>Your local authority wants to promote SWIMMING for families in your area.</p> <p>In particular, they want to make people aware that swimming is fun, is a healthy activity, and that swimming has been found to make people feel good.</p> <p>Plan one advertisement for that campaign to persuade families in your area to take up swimming.</p> <p>Decide on the medium you will use.</p>		
			<div data-bbox="352 965 1487 1487" style="border: 1px solid black; padding: 5px;"> <p>If you choose television or film, you should think about:</p> <p>camera</p> <ul style="list-style-type: none"> • position (close-up, medium shot, long shot, etc) • angle (low, high, etc) • movement (panning, tracking, zoom, speed, etc) <p>editing</p> <ul style="list-style-type: none"> • fades, dissolves, cuts, etc <p>mise-en-scene</p> <ul style="list-style-type: none"> • costume, props, setting, colour, lighting, etc <p>sound</p> <ul style="list-style-type: none"> • music, voice over, sound effects, dialogue. </div> <div data-bbox="352 1509 1487 1720" style="border: 1px solid black; padding: 5px;"> <p>If you choose radio, you should think about:</p> <ul style="list-style-type: none"> • script breakdown • music • sound effects • dialogue. </div> <div data-bbox="352 1742 1487 2024" style="border: 1px solid black; padding: 5px;"> <p>If you choose print, you should think about:</p> <ul style="list-style-type: none"> • placement (newspaper, magazine, billboard, etc) • size (full-page, half-page, large or small poster) • colour • layout • images • words. </div>

Question	Expected Answer/s	Max Mark	Additional Guidance	
2		<p>Part (i) (Cont.)</p> <div style="border: 1px solid black; padding: 10px;"> <p>If you choose a website homepage, you should think about:</p> <ul style="list-style-type: none"> • layout • images (still and/or moving) • sound (if any) • links • colour • words. </div>		
2		<p>Part (ii)</p> <p>Use the space provided on this page and on <i>Pages sixteen and seventeen</i> to give the reasons for your decisions.</p> <p>For television or film: camera editing mise-en-scene sound.</p> <p>For radio: script breakdown music sound effects dialogue.</p> <p>For print: placement (newspaper, magazine, billboard, etc) size (full-page, half-page, large or small poster) colour layout images words.</p> <p>For a website homepage: layout images (still and/or moving) sound (if any) links colour words.</p>		

Question	Expected Answer/s	Max Mark	Additional Guidance
2	<p>(Cont.)</p> <p>Creative Brief Question</p> <p>Parts (i) and (ii) should be marked together</p> <p>The candidate is to design one advertisement to persuade families in their area to take up swimming.</p> <p>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).</p> <p>If the response is fully justified 34-40 marks If the response is convincingly justified 28-33 marks If the response is clearly justified 24-27 marks If the response has been adequately justified 20-23 marks If the response has been inadequately justified 16-19 marks If the response has been poorly justified 12-15 marks</p> <p>If the response has not been justified but the design demonstrates some understanding = 10-11 marks If the response has not been justified and the design demonstrates little or no understanding = 0-9 marks</p>	40	

Question	Expected Answer/s	Max Mark	Additional Guidance
3	<p>There are two parts to this question. Part (i) is on this page and on <i>Page nineteen</i>; Part (ii) is on <i>Page twenty</i>. Be sure to answer both parts.</p> <p>Part (i)</p> <p>Show how you would turn the following story into a media text. It could be turned into a film or television programme, a film trailer, a newspaper article, or a poster, for example.</p> <p><i>It was Halloween. The three children cycled along the driveway that led to the old house. It had been empty for years—and the windows were dark spaces like empty eye sockets.</i></p> <p><i>The bikes skidded to a halt outside the main entrance. They placed their bikes against the wall of the house and looked carefully around them. There was no sign of life either from inside the house or in the overgrown land that surrounded it.</i></p> <p><i>Walking up the outside stairway, the children stopped at the door which was shut and padlocked. No matter how hard they rattled the door, it would not budge.</i></p> <p><i>But there was a window nearby that was open a crack. Sliding it up, they entered the building.</i></p> <p><i>The room was empty and dark. Just then, the window slammed shut behind them and something dark passed over their heads . . .</i></p> <p>Decide on the medium you will use.</p> <div data-bbox="359 1585 1495 2011" style="border: 1px solid black; padding: 5px;"> <p>If you choose television or film, you should think about:</p> <p>camera</p> <ul style="list-style-type: none"> • position (close-up, medium shot, long shot, etc) • angle (low, high, etc) • movement (panning, tracking, zoom, speed, etc) <p>editing</p> <ul style="list-style-type: none"> • fades, dissolves, cuts, etc <p>mise-en-scene</p> <ul style="list-style-type: none"> • costume, props, setting, colour, lighting, etc <p>sound</p> <ul style="list-style-type: none"> • music, voice over, sound effects, dialogue. </div>		

Question	Expected Answer/s	Max Mark	Additional Guidance
3	<p>Part (i) (Cont.)</p> <div data-bbox="359 398 1493 607" style="border: 1px solid black; padding: 5px;"> <p>If you choose radio, you should think about:</p> <ul style="list-style-type: none"> • script breakdown • music • sound effects • dialogue. </div> <div data-bbox="359 633 1493 913" style="border: 1px solid black; padding: 5px;"> <p>If you choose print, you should think about:</p> <ul style="list-style-type: none"> • placement (newspaper, magazine, billboard, etc) • size (full-page, half-page, large or small poster) • colour • layout • images • words. </div>		
	<p>Part (ii) Use the space provided on this page and on <i>Pages twenty-one and twenty-two</i> to give the reasons for your decisions.</p> <p>For television or film: camera editing mise-en-scene sound.</p> <p>For radio: script breakdown music sound effects dialogue.</p> <p>For print: placement (newspaper, magazine, billboard, etc) size (full-page, half-page, large or small poster) colour layout images words.</p>		

Question	Expected Answer/s	Max Mark	Additional Guidance
3	<p>(Cont.)</p> <p>Scenario Question</p> <p>Parts (i) and (ii) should be marked together</p> <p>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.</p> <p>Where the elements are not combined effectively but are accompanied by full justification, the response may still pass.</p> <p>Clear design and reasons for decisions fully justified 34-40 marks Clear design and reasons for decisions convincingly justified 28-33 marks Adequate design and reasons for decisions clearly justified 24-27 marks Adequate design and reasons for decisions adequately justified 20-23 marks If the response has been inadequately justified 16-19 marks If the response has been poorly justified 12-15 marks</p> <p>If the response has not been justified but the design demonstrates some understanding = 10-11 marks If the response has not been justified and the design demonstrates little or no understanding = 0-9 marks</p>	40	

[END OF MARKING INSTRUCTIONS]