



2014 Media Studies

Intermediate 1

Finalised Marking Instructions

© Scottish Qualifications Authority 2014

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.

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.		Name of the text	1	
2.		Correct identification of the kind of text – any sensible answer	1	
3.	(a)	<p>A description of the main stages of the narrative structure and examples given of each stage from the text.</p> <p>Full answer = 7 – 8 marks Clear answer = 5 – 6 marks Adequate answer = 4 marks Weak answer = 1 – 3 marks</p>	8	<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>Consult Photostats for exemplification of responses.</p>
3.	(b)	<p>Clear answer = 2 marks Adequate answer = 1 mark</p>	2	Consult Photostats for exemplification of responses.

Question		Expected Answer(s)	Max Mark	Additional Guidance
4.	(a)	Identification of one audience that would enjoy this text	1	
4.	(b)	<p>Full description of what was included in the text to create enjoyment for the audience = 5 marks</p> <p>Clear description of what was included in the text to create enjoyment for the audience = 4 marks</p> <p>Adequate description of what was included in the text to create enjoyment for the audience = 3 marks</p> <p>Weak description of what was included in the text to create enjoyment for the audience = 1 – 2 marks</p>	5	Consult Photostats for exemplification of responses.
4.	(c)	Identification of a different audience reaction to the text	1	Must give an audience reaction. Zero marks for the naming of a different audience only.

Question		Expected Answer(s)	Max Mark	Additional Guidance
4.	(d)	<p>Full description of what things would cause this audience to react differently = 5 marks</p> <p>Clear description of what things would cause this audience to react differently = 4 marks</p> <p>Adequate description of what things would cause this audience to react differently = 3 marks</p> <p>Weak description of what things would cause this audience to react differently = 1 – 2 marks</p>	5	Candidate should use <i>different content</i> from that given in 4(b). However, if the <i>same</i> content is referenced as answer 4(b) mark as appropriate to the given reaction eg would dislike the violent action that pleases action fans with reasons is an adequate response. Consult Photostats for exemplification of responses.
5.	(a)	Correct identification of one stereotype or non-stereotype in the text	1	
5.	(b)	<p>A detailed description of how this stereotype or non-stereotype has been made.</p> <p>Full answer = 4 marks Clear answer = 3 marks Adequate answer = 2 marks Weak answer = 1 mark</p>	4	Must refer closely to the text. Consult Photostats for exemplification of responses.
5.	(c)	Correct identification of one other stereotype or non-stereotype in the text	1	
5.	(d)	<p>A detailed description of how this other stereotype or non-stereotype has been made.</p> <p>Full answer = 4 marks Clear answer = 3 marks Adequate answer = 2 marks Weak answer = 1 mark</p>	4	Must refer closely to the text. Consult Photostats for exemplification of responses.

Question		Expected Answer(s)	Max Mark	Additional Guidance
6.		<p>A detailed description of how the institutional factor(s) has affected the text.</p> <p>Full answer = 6 marks Clear answer = 5 marks Adequate answer = 3 – 4 marks Weak answer = 1 – 2 marks</p>	6	<p>Must refer closely to the text. Must describe the effect of the factor(s) on the text.</p> <p>Zero marks for simply writing down examples from the given list without reference to the text they have studied.</p> <p>Consult Photostats for exemplification of responses.</p>

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.

Question 1 – Reflective Question

Question			Expected Answer(s)	Max Mark	Additional Guidance
1.	(a)		Identification of appropriate purpose(s)	1	
1.	(b)		Identification of the audience(s) for the product.	1	
1.	(c)		Identification of genre of the product.	1	
1.	(d)	(i)	Identification of research carried out.	1	
1.	(d)	(ii)	Adequate description of research findings = 2 marks Weak description of research findings = 1 mark	2	Consult Photostats for exemplification of responses.
1.	(e)		A description of what they decided to include in their media product and give reasons for their decisions. Full description of content + reasons for product content = 6 marks Clear description of content + reasons for product content = 5 marks Adequate description of content + reasons for product content = 3 – 4 marks Weak description of content + reasons for content = 1 – 2 marks	6	Answer must give reasons for the inclusion of specific content. Consult Photostats for exemplification of responses.

Question			Expected Answer(s)	Max Mark	Additional Guidance
1.	(f)	(i)	Identification of four different codes they used in their production Repetition only of the codes listed in the question = zero marks	Zero marks	This question is to state the choice of codes. No marks should be awarded. Marks will be awarded in the answers to Question 1(fii)
1.	(f)	(ii)	<i>For each code identified:</i> Full description of why the code was selected or how it was used = 4 marks Clear description of why the code was selected or how it was used = 3 marks Adequate description of why the code was selected or how it was used = 2 marks Weak description of why the code was selected or how it was used = 1 mark	16 (ie 4 x 4)	Consult Photostats for exemplification of responses.
1.	(g)	(i)	Identification of one institutional factor that helped them to make their media product	1	
1.	(g)	(ii)	A description of what this factor helped them to do. Clear answer = 3 marks Adequate answer = 2 marks Weak answer = 1 mark	3	Consult Photostats for exemplification of responses.
1.	(g)	(iii)	Identify one problem that was caused by an institutional factor	1	
1.	(g)	(iv)	A description of how candidate/ group got round this problem. Clear answer = 3 marks Adequate answer = 2 marks Weak answer = 1 mark	3	Consult Photostats for exemplification of responses.

Question			Expected Answer(s)	Max Mark	Additional Guidance
1.	(h)	(i)	<p>A description of changes that would improve the text that was made.</p> <p>Clear answer = 2 marks Adequate answer = 1 mark</p>	2	Consult Photostats for exemplification of responses.
1.	(h)	(ii)	<p>A description of how they would improve how they carried out their task(s) in the Production Unit.</p> <p>Clear answer = 2 marks Adequate answer = 1 mark</p>	2	Consult Photostats for exemplification of responses.

Question 2 – Creative Brief

Question	Expected Answer(s)	Max Mark	Additional Guidance
2.	<p>Parts (i) and (ii) should be marked together.</p> <p>The candidate is to design one advert to persuade teenagers to buy a new healthier fizzy fruit drink.</p> <p>To achieve a pass the response must be clear and adequately relate to its target audience.</p> <p>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 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	<p>Marks are awarded for the justification of Elements. However, in the Creative Brief question, not every Element will necessarily be included in the design.</p> <p>Not every Element necessarily has equal weighting, and so responses should be marked holistically.</p> <p>Those Elements that are included should combine effectively in order to pass.</p> <p>Where the Elements are not combined effectively but are accompanied by full justification the response may still pass.</p>

Scenario Question

Question	Expected Answer(s)	Max Mark	Additional Guidance
3.	<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.</p> <p>Marks are awarded for the justifications of the medium-specific decisions.</p> <p>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>Marks are awarded for the justification of Elements. However, in the Scenario question, not every Element will necessarily be included in the design.</p> <p>Not every Element necessarily has equal weighting, and so responses should be marked holistically.</p> <p>Those Elements that are included should combine effectively in order to pass.</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</p> <p>Clear design and reasons for decisions convincingly justified = 28 – 33 marks</p> <p>Adequate design and reasons for decisions clearly justified = 24 – 27 marks</p> <p>Adequate design and reasons for decisions adequately justified = 20 – 23 marks</p> <p>If the response has been inadequately justified = 16 – 19 marks</p> <p>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</p> <p>If the response has not been justified and the design demonstrates little or no understanding = 0 – 9 marks</p>	40	Consult Photostats for exemplification of responses.

[END OF MARKING INSTRUCTIONS]