



2015 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

Question		Expected Answer(s)	Max Mark	Additional Guidance
1.		Name of text	1	
2.		Correct identification of the kind of text – any sensible answer	1	
3.	(a)	<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>Full description of the narrative structure = 8-7 marks</p> <p>Clear description of the narrative structure = 6-5 marks</p> <p>Adequate description of the narrative structure = 4-3 marks</p> <p>Weak description of the narrative structure = 2-1 marks</p>	8	
3.	(b)	<p>Adequate description of why the narrative has been made this way = 2 marks</p> <p>Weak description of why the narrative has been made this way = 1 mark</p>	2	

Question		Expected Answer(s)	Max Mark	Additional Guidance
4.	(a)	<p>Identification plus full description of what was included in the text to appeal to this audience = 4 marks</p> <p>Identification plus clear description of what was included in the text to appeal to this audience = 3 marks</p> <p>Identification plus Adequate description of what was included in the text to appeal to this audience = 2 marks</p> <p>Identification plus Weak description of what was included in the text to appeal to this audience = 1 mark</p>	4	
4.	(b)	<p>Identification plus full description of what was included in the text to appeal to this audience = 4 marks</p> <p>Identification plus clear description of what was included in the text to appeal to this audience = 3 marks</p> <p>Identification plus Adequate description of what was included in the text to appeal to this audience = 2 marks</p> <p>Identification plus Weak description of what was included in the text to appeal to this audience = 1 mark</p>	4	
4.	(c)	<p>Example identified plus clear reason = 2 marks</p> <p>Example identified plus adequate reason = 1 mark</p>	2	

Question			Expected Answer(s)	Max Mark	Additional Guidance
5.	(a)	(i)	<p>Full description of how the representation has been made = 4 marks</p> <p>Clear description of how the representation has been made = 3 marks</p> <p>Adequate description of how the representation has been made = 2 marks</p> <p>Weak description of how the representation has been made = 1 mark</p>	4	
5.	(a)	(ii)	<p>Adequate description of why the representation has been made this way = 1 mark</p>	1	
5.	(b)	(i)	<p>Full description of how the representation has been made = 4 marks</p> <p>Clear description of how the representation has been made = 3 marks</p> <p>Adequate description of how the representation has been made = 2 marks</p> <p>Weak description of how the representation has been made = 1 mark</p>	4	
5.	(b)	(ii)	<p>Adequate description of why the representation has been made this way</p>	1	

Question		Expected Answer(s)	Max Mark	Additional Guidance
6.	(a)	Identification of an institutional factor	1	
6.	(b)	<p>Full description of how the institutional factor affected the text = 3 marks</p> <p>Adequate description of how the institutional factor affected the text = 2 marks</p> <p>Weak description of how the institutional factor affected the text = 1 mark</p>	3	
6.	(c)	Identification of an institutional factor	1	
6.	(d)	<p>Full description of how the institutional factor affected the text = 3 marks</p> <p>Adequate description of how the institutional factor affected the text = 2 marks</p> <p>Weak description of how the institutional factor affected the text = 1 mark</p>	3	

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			Expected Answer(s)	Max Mark	Additional Guidance
1.	(a)		<p>Clear description of the brief = 2 marks</p> <p>Adequate description of the brief = 1 mark</p>	2	
1.	(b)	(i)	<p>Clear description of what research was carried out = 2 marks</p> <p>Adequate description of what research was carried out = 1 mark</p>	2	
1.	(b)	(ii)	<p>Clear description of what was found from one research finding = 2 marks</p> <p>Adequate description of what was found from one research finding = 1 mark</p>	2	
1.	(b)	(iii)	<p>Identification plus full description of how the research informed the decisions = 4 marks</p> <p>Identification plus adequate description of how the research informed the decisions = 3 marks</p> <p>Identification plus clear description of how the research informed the decisions = 2 marks</p> <p>Identification plus weak description of how the research informed the decisions = 1 mark</p>	4	

Question			Expected Answer(s)	Max Mark	Additional Guidance
1.	(c)	(i)	<p>Full description of the narrative = 4 marks</p> <p>Clear description of the narrative = 3 marks</p> <p>Adequate description of the narrative = 2 marks</p> <p>Weak description of the narrative = 1 mark</p>	4	
1.	(c)	(ii)	<p>Clear description of why the narrative was made this way = 2 marks</p> <p>Adequate description of why the narrative was made this way = 1 mark</p>	2	
1.	(d)		<p>1st code used and reason for its use 4</p> <p>2nd code used and reason for its use 4</p> <p>3rd code used and reason for its use 4</p> <p>4th code used and reason for its use 4</p> <p>Give reasons for your answer.</p> <p>Mark (c) (i) and (c) (ii) together Note: this question has a maximum of 16 marks</p> <p>Repetition only of the codes listed in the question = zero marks</p> <p>For each code identified:</p> <p>Full description of why the code was selected = 4 marks</p> <p>Clear description of why the code was selected = 3 marks</p> <p>Adequate description of why the code was selected = 2 marks</p> <p>Weak description of why the code was selected = 1 mark</p>	16 (4x4)	

Question			Expected Answer(s)	Max Mark	Additional Guidance
1.	(e)	(i)	<p>Clear description of the representation = 2 marks</p> <p>Adequate description of the representation = 1 mark</p>	2	
1.	(e)	(ii)	<p>Clear description of why the representation was made this way = 2 marks</p> <p>Adequate description of why the representation was made this way = 1 mark</p>	2	
1.	(f)		<p>Identification plus Full description of how the problem was dealt with = 4 marks</p> <p>Identification plus Clear description of how the problem was dealt with = 3 marks</p> <p>Identification plus Adequate description of how the institutional problem was dealt with = 2 marks</p> <p>Identification only of an institutional problem = 1 mark</p>	4	

Question 2 – Brief

The Scottish Government wants to raise awareness of the importance of having a smoke alarm in the home.

Plan an advertisement to encourage families to install smoke alarms in their homes.
Same marking instructions as per 2013 (only difference is the brief)

Question 3 – Scenario

Same marking instructions as per 2013 (only difference is the scenario)

[END OF MARKING INSTRUCTIONS]