



2015 Media Studies

Intermediate 2

Finalised Marking Instructions

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Part One: General Marking Principles for Media Studies Intermediate 2

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 2

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.

CANDIDATES MUST DEMONSTRATE KNOWLEDGE, UNDERSTANDING AND APPLICATION OF MEDIA STUDIES CONCEPTS

The instructions below apply to all answers.

- Use the Extended Mark Scale, Section 1 – Media Analysis to assign a mark to each answer.
- Use the full range of marks (0 – 40).
- Mark answers holistically.
- Mark positively – credit should be given for a genuine attempt to answer the question.
- Mark on content, not on presentation. Knowledge of Media Studies is being assessed and where this is demonstrated the candidate should not be penalised if the extended response/essay is not well constructed (unless understanding is impeded).
- Give credit for the application of analytical knowledge and skills.
- Where the response does not fit the question, mark only what is relevant.

If a candidate fails to attempt to answer the question, work will be marked on a scale of 0-19, depending on the quality of the answer.

To achieve a pass in the Analysis section candidates must make an attempt to answer the question. Candidates must adequately explain 2 key aspects from Narrative, Representation, Audience, Institutions.

Candidates must refer to one professionally produced media text.

Where an answer is based upon an entire series, or a media product generically, eg the typical features of a news bulletin on one television channel or a newspaper or magazine *title* rather than one specific edition or episode – mark and refer to PA.

A very good answer in which one key aspect narrowly fails may be awarded 20-21 marks.

Key Aspect Marking Guidance

Key Aspect concepts

Media Analysis questions have to be general enough to apply to both fiction and non-fiction texts in any medium, form or genre. Broad conceptual terms such as “narrative conventions” are used so that candidates can refer to whatever model/theory of media analysis is appropriate to the text they have studied. Except where particular concepts are specified by the question, markers should accept the use of any appropriate media analysis model or theory if it is relevant to the text and the question and corresponds to at least one of the following concepts as detailed in the Arrangements:

Narrative

narrative as a general analysis concept
narrative codes
narrative convention
narrative roles
narrative structures

Audience

audience as a general analysis concept
target audience
mode of address
preferred reading
different audience reactions
differential decoding

Representation

representation as a general analysis concept
cultural assumptions of target audiences
representations of people, places, events
cultural assumptions
ideological discourses implicit in representations

Institution

institution as a general analysis concept
the effect of ownership
internal constraints and controls
external constraints and controls

References to Categories and Language

Categories and Language are not being assessed in this Paper. Candidates who explain Categories or Language as one of the two Key Aspects in response to the question cannot pass.

However, a candidate might reference Categories or Language in the context of an explanation of Narrative, Representation, Audience or Institution. In such cases, these references should be credited positively as part of the analysis of the valid Key Aspect.

Extended Marks Scale

Use the EMS, below, to establish the quality of response to the specified key aspects. To arrive at a specific mark, refer thereafter to the question-specific marking instructions.

Narrative

Full explanation

As appropriate to the text, clear and valid explanation of at least one from narrative structure, narrative codes or narrative conventions is provided in detail. The explanation is fully justified by reference to the text.

Convincing explanation

As appropriate to the text, clear and valid explanation of at least one from narrative structure, narrative codes or narrative conventions is provided in detail. The explanation is convincingly justified by reference to the text.

Clear explanation

As appropriate to the text, clear and valid explanation of at least one from narrative structure, narrative codes or narrative conventions is provided in some detail. The explanation is clearly justified by reference to the text.

Adequate explanation

As appropriate to the text, explanation of at least one from narrative structure, narrative codes or narrative conventions is valid and adequately justified by reference to the text.

Narrow fail

An explanation which narrowly fails to be adequate is likely to be lacking in some aspects of conceptual knowledge, textual exemplification or discussion.

Inadequate explanation

An inadequate explanation is likely to be characterised by description. Concepts required by the question may be omitted. There will be conceptual knowledge, textual exemplification or discussion but this will not be of the depth or detail required at Intermediate 2.

Clearly fails

Although there may be references to concepts, these are likely to be basic identifications or descriptions of the text without any developed explanations. There will be little, if any, valid discussion in terms of the question.

Representation

Full explanation

As appropriate to the text, clear and valid explanation of representation, selection and portrayal and/or cultural assumptions is shown in detail. The explanation is fully justified by reference to the text(s).

Convincing explanation

As appropriate to the text, clear and valid explanation of representation, selection and portrayal and/or cultural assumptions is shown in detail. The explanation is convincingly justified by reference to the text(s).

Clear explanation

As appropriate to the text, clear and valid explanation of representation, selection and portrayal and/or cultural assumptions is shown in some detail. The explanation is clearly justified by reference to the text.

Adequate explanation

As appropriate to the text, valid explanation of representation, selection and portrayal and/or cultural assumptions is shown. The explanation is adequately justified by reference to the text.

Narrow fail

An explanation which narrowly fails to be adequate is likely to be lacking in some aspects of conceptual knowledge, textual exemplification or discussion.

Inadequate explanation

An inadequate explanation is likely to be characterised by description. Concepts required by the question may be omitted. There will be conceptual knowledge, textual exemplification or discussion but this will not be of the depth or detail required at Intermediate 2.

Clearly fails

Although there may be references to concepts, these are likely to be basic identifications or descriptions of the text without any developed explanations. There will be little, if any, valid discussion in terms of the question.

Audience

Full explanation

As appropriate to the text, the explanation of audience(s) is clear and valid and is fully justified in terms of target audience(s) and/or different audience reactions.

Convincing explanation

As appropriate to the text, the explanation of audience(s) is clear, valid and covers in considerable detail the target audience(s) and/or different audience reactions.

Clear explanation

As appropriate to the text, the explanation of audience(s) is clear, valid and covers in some detail the target audience(s) and/or different audience reactions.

Adequate explanation

As appropriate to the text, the explanation of audience(s) is valid and adequately justified in terms of target audience(s).

Narrow fail

An explanation which narrowly fails to be adequate is likely to be lacking in some aspects of conceptual knowledge, textual exemplification or discussion.

Inadequate explanation

An inadequate explanation is likely to be characterised by description. Concepts required by the question may be omitted. There will be conceptual knowledge, textual exemplification or discussion but this will not be of the depth or detail required at Intermediate 2.

Clearly fails

Although there may be references to concepts, these are likely to be basic identifications or descriptions of the text without any developed explanations. There will be little, if any, valid discussion in terms of the question.

Institutions

Full explanation

As appropriate to the text, ownership, internal/external controls are accurately described, and their effects on the text are explained in full detail.

Convincing explanation

As appropriate to the text, ownership, internal/external controls are accurately described, and their effects on the text are explained in considerable detail.

Clear explanation

As appropriate to the text, ownership, internal/external controls are accurately described, and their effects on the text are explained in some detail.

Adequate explanation

As appropriate to the text, ownership, internal/external controls are accurately described and their effects on the text(s) are explained validly.

Narrow Fail

An explanation which narrowly fails to be adequate is likely to be lacking in some aspects of conceptual knowledge, textual exemplification or discussion.

Inadequate explanation

An inadequate explanation is likely to be characterised by description. Concepts required by the question may be omitted. There will be conceptual knowledge, textual exemplification or discussion but this will not be of the depth or detail required at Intermediate 2.

Clearly fails

Although there may be references to concepts, these are likely to be basic identifications or descriptions of the text without any developed explanations. There will be little, if any, valid discussion in terms of the question.

Part Two: Marking Instructions for each Question

Section 1 – Media Analysis

Question	Expected Answer/s	Max Mark	Additional Guidance
	<p><u>For all Section 1 – Media Analysis Questions</u> Parts (a) and (b) are to be marked together. Each Key Aspect need not be dealt with equally in the response to the question. Apply a mark after judging the Key Aspects relevant to the specifics of the question as follows:</p>		
	<p><u>Where the better of the two key aspects is Full</u> Both key aspects in full: 38 – 40 marks One key aspect full, the other convincing: 34 – 37 marks One key aspect full, the other clear: 30 – 33 marks One key aspect full, the other adequate: 27 marks</p>		
	<p><u>Where the better of the two key aspects is Convincing</u> Both key aspects are convincing: 32 – 33 marks One key aspect convincing, the other clear: 28 – 29 marks One key aspect convincing, the other adequate: 25 marks</p>		
	<p><u>Where the better of the two key aspects is Clear</u> Both key aspects are clear: 25 – 27 marks One key aspect clear, the other adequate: 24 marks</p>		
	<p><u>An Adequate answer</u> Both key aspects are adequate: 20 – 23 marks</p>		
	<p><u>Fail Answers</u> A very good answer in which one key aspect narrowly fails may be awarded 20 – 21 marks. Both Key Aspects Narrowly Fail: 15 – 19 marks</p>		

Question			Expected Answer/s	Max Mark	Additional Guidance
			<p><u>Where one key aspect only is Adequate</u></p> <p>Adequate + narrowly fails: 18 – 19 marks Adequate + inadequate: 15 – 16 Adequate + Clearly fails: 14</p>		
			<p><u>Other combinations of fail answers</u></p> <p>Clearly fails + the other in full: 17 – 18 marks Clearly fails + convincing: 15 – 16 Clearly fails + narrowly fails: 10 – 14 marks Both key aspects are inadequate: 10 – 14 marks</p> <p>Where only one key aspect is achieved: 10 – 14 marks Clearly fails to achieve both key aspects, ie fails all requirements: 0 – 9 marks</p>		
			<p><u>Where more than two key aspects are referenced in the answer:</u></p> <p>The questions instruct the candidate to refer to at least two key aspects. Where a third or even a fourth key aspect adds to the quality of the response, increase the mark to whatever seems appropriate. In an answer where there are more than two key aspects, and there is no other key aspect better than a narrow fail, it may be possible to combine these other key aspects to make the equivalent of an adequate second key aspect.</p>		

[End of Section I – Media Analysis Instructions]

Section 2: Media Production

Question	Expected Answer/s	Max Mark	Additional Guidance
	<p>The instructions below apply to all answers</p> <ul style="list-style-type: none"> • Use the full range of marks (0 – 40). • Mark answers holistically. • Mark positively – credit should be given for a genuine attempt to answer the question. <p>Mark on content, not presentation. Knowledge of Media Studies is being assessed and where <u>this is demonstrated</u> the candidate should not be penalised if the extended response/essay is <u>not well constructed</u> (unless understanding is impeded).</p> <ul style="list-style-type: none"> • 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. 		
	<p>In order to achieve a pass, the candidate must</p> <ul style="list-style-type: none"> • demonstrate knowledge and understanding of production processes. • respond from a production viewpoint. • respond in a format appropriate to the question. • demonstrate understanding of the key aspects of Media Studies. • answer all parts of the question. 		

Question-specific marking instructions – Question 1 – Reflective question

Question	Expected Answer/s	Max Mark	Additional Guidance
1	<p>The focus of this question is the media production process. Candidates are being assessed primarily on their knowledge and understanding of the stages and practices involved in this process. In Intermediate 2 Media Studies, the Key Aspects of Media Studies are used in Production to reveal how practice informs theory and vice versa.</p> <p>In response to the Reflective question, candidates are expected to discuss the relationship between the specified stage of production and the Key Aspects of Media Studies, as directed by the question.</p> <p>It is likely that candidates will take one of two approaches to this question:</p> <p>using the components of the specified production stage as a framework for their discussion, bringing in particular key aspects in support of this discussion when relevant.</p> <p>using particular key aspects as a framework for their answer, linking each to relevant components of the specified production stage.</p>		

Question			Expected Answer/s	Max Mark	Additional Guidance
			<p>Either approach is acceptable. However, the following should be noted:</p> <p>In relation to the production process</p> <ul style="list-style-type: none"> • The overall discussion of the production process should be assessed holistically. • Candidates need not deal with each component of the specified stage equally. • An adequate discussion should deal with the details of the process and the reasons behind or implications of those details. • An inadequate discussion is likely to be characterised by, for example, a production diary or basic description of production process/product. 		
			<p>In relation to the use of key aspects of Media Studies:</p> <ul style="list-style-type: none"> • The overall discussion of the relevance of key aspects should be assessed holistically. • Candidates need not provide equal detail on each key aspect discussed and should not be assessed in relation to key aspect sub-concepts. • An adequate discussion should deal with the implications for or of particular key aspects in relation to the details of the production process. • An inadequate discussion is likely to be characterised by, for example, a description of the product in terms of the key aspects. 		

Question 1 Reflective Question

Question	Expected Answer/s	Max Mark	Additional Guidance
	<p>The response must deal with the planning/pre-production stage and must refer to Language and at least one other key aspect from Categories, Audience, Narrative, Representation and/or Institution.</p> <p>In order to achieve a pass, the candidate must:</p> <ul style="list-style-type: none"> • respond from a production point of view • deal with the stage of the production process specified in the question • deal with the specified key aspect and one other • discuss the relationship between the specified production stage and the key aspects as directed by the terms of the question. 		
	<p><u>Awarding a mark</u></p> <p>Consult the Photostats and Commentaries for exemplification of standards reflected in full, clear etc.</p> <p><u>A Full Answer: 34 – 40 marks</u></p> <p>The specified and one other key aspect must be used in the discussion of planning. Planning tasks or decisions will be described in detail in terms of these key aspects and from a production perspective which demonstrates full understanding of how to plan content, style and media codes to create meaning, target an audience and/or achieve a purpose. There will be reference to the nature and implications of research, technology or constraints.</p>		

Question	Expected Answer/s	Max Mark	Additional Guidance
	<p><u>A Convincing Answer: 28 – 33 marks</u></p> <p>The specified and one other key aspect must be used in the discussion of planning. Planning tasks or decisions will be described in some detail in terms of these key aspects and from a production perspective which demonstrates convincing understanding of how to plan content, style and media codes to create meaning, target an audience and/or achieve a purpose. There will be at least one reference to the nature and implications of research, technology or constraints.</p>		
	<p><u>A Clear Answer: 24 – 27 marks</u></p> <p>The specified and one other key aspect must be used in the discussion of planning. Planning tasks or decisions will be described in terms of these key aspects and from a production perspective which demonstrates clear understanding of how to plan content, style and media codes to create meaning, target an audience and/or achieve a purpose. There will be at least one reference to the nature and implications of research, technology or constraints.</p>		
	<p><u>An Adequate Answer 20 – 23</u></p> <p>The specified and one other key aspect must be used in the discussion of planning. Planning tasks or decisions will be described in terms of these key aspects and from a production perspective which demonstrates some understanding of how to plan content, style and media codes to create meaning, target an audience and/or achieve a purpose. There will be at least one reference to the nature and implications of research, technology or constraints.</p>		

Question	Expected Answer/s	Max Mark	Additional Guidance
	<p><u>A Narrow Fail Answer: 15 – 19 marks</u></p> <p>It may be that only one key aspect is referenced, or that the specified key aspect is not referenced. There will be some description of and reasons for the content in terms of the key aspects but there may be a lack of justified planning or the response will not adequately demonstrate a production perspective.</p>		
	<p><u>An Inadequate Answer: 10 – 14 marks</u></p> <p>There will be some description of decisions/content of the final product in terms of key aspects but there is unlikely to be much sense of active planning. The response may be like a production diary which simply describes the process. There will be little production perspective demonstrated.</p>		
	<p><u>A Poor Answer: 0 – 9 marks</u></p> <p>There is likely to be a basic description of content and little or no reference to planning.</p>		

Question 2 Advertising Brief Question

Question	Expected Answer/s	Max Mark	Additional Guidance
2.	<p><u>Awarding a mark</u></p> <p>The question requires the candidate to design one advertisement for an advertising campaign by the Scottish Government to support good health and wellbeing. The target audience for the advertisement given in the question: people who live in Scotland aged between 14-17. The candidate is required simply to state the medium chosen.</p> <p>The response must adequately relate to the specified target audience and should be described in terms of medium, content and style and technical/cultural codes. Audience is specified by the question and does not have to be justified. Content and style, and technical/cultural codes must be justified in relation to such things as purpose, the specified target audience and/or the meanings the candidate wishes to convey.</p> <p>All parts of the question must be attempted but it is not necessary to give equal attention to each part. In order to pass, the candidate must deal with the question and the specifics of the tasks set out in the question, which states that all choices must be justified from a production point of view.</p>		
	<p><u>A Full Answer: 34 – 40 marks</u></p> <p>The content/style of the advertisement will be indicated in detail, as will a range of technical/cultural codes appropriate to the medium. The justification of choices will be from a production perspective and demonstrate full understanding of how to manipulate content, style and media codes to create meaning, achieve a purpose, and appeal to a target audience.</p>		

Question	Expected Answer/s	Max Mark	Additional Guidance
	<p><u>A Convincing Answer: 28 – 33 marks</u></p> <p>The content/style of the advertisement will be indicated in some detail, as will a range of technical/cultural codes appropriate to the medium. The justification of choices will be from a production perspective and demonstrate convincing understanding of how to manipulate content, style and media codes to create meaning and either appeal to a target audience or achieve a purpose.</p>		
	<p><u>A Clear Answer 24 – 27 marks</u></p> <p>The content/style of the advertisement will be indicated clearly, as will a range of technical/cultural codes appropriate to the medium. The justification of choices will be from a production perspective and demonstrate clear understanding of how to manipulate content, style and media codes to create meaning and either appeal to a target audience or achieve a purpose.</p>		
	<p><u>An Adequate Answer 20 – 23 marks</u></p> <p>The content/style of the advertisement will be indicated adequately, as will a number of technical/cultural codes appropriate to the medium. The justification of choices will be from a production perspective and demonstrate understanding of how to manipulate content, style and media codes to create meaning. There will be some justifications relating to purpose or target audience.</p>		
	<p><u>A Narrow Fail Answer 15 – 19 marks</u></p> <p>The content/style of the advertisement will be indicated, as will some technical and cultural codes appropriate to the medium. There will be some justification but these will not adequately demonstrate a production perspective.</p>		

Question	Expected Answer/s	Max Mark	Additional Guidance
	<p><u>An Inadequate Answer 10 – 14 marks</u></p> <p>There will be a basic description of content/style and some technical/cultural codes. These will demonstrate some understanding of the conventions of advertising but the justifications are likely to be thin and reflect a perspective that is more consumer than producer.</p>		
	<p><u>Clearly Fails Answer 0 – 9 marks</u></p> <p>There is likely to be a basic description of content and few, if any, justifications. Where the candidate fails to justify content and style or technical/cultural codes, award 0 – 19 marks and refer to PA if necessary.</p>		

Question 3 Scenario Question

Question	Expected Answer/s	Max Mark	Additional Guidance
3.	<ul style="list-style-type: none"> • The treatment should be described in terms of the target audience, choice of medium, technical/cultural codes and production issues. • Audience and medium should be stated, but do not have to be justified. • Technical/cultural codes should be justified in relation to such things as the medium, audience and/or the meanings the candidate wishes to convey. • Production issues must be relevant to the given scenario. These should be indicated, but the candidate does not have to solve these issues. • All parts of the question must be attempted but it is not necessary to give equal attention to each part. 		
	<p>Awarding a mark</p> <p><u>A Full Answer: 34 – 40 marks</u></p> <p>Technical/cultural codes planned in the treatment will be described in detail and will relate to specific details given in the scenario. The justification of choices will be from a production perspective and demonstrate full understanding of how to manipulate media codes to create meaning. There will be discussion of production issues relevant to specific details given in the scenario/ treatment.</p>		
	<p><u>A Convincing Answer: 28 – 33 marks</u></p> <p>Technical/cultural codes planned in the treatment will be described in some detail and will relate to specific details given in the scenario. The justification of choices will be from a production perspective and demonstrate convincing understanding of how to manipulate media codes to create meaning. There will be discussion of production issues relevant to specific details given in the scenario/treatment.</p>		

Question	Expected Answer/s	Max Mark	Additional Guidance
	<p><u>A Clear Answer 24 – 27 marks</u></p> <p>Technical/cultural codes planned in the treatment will be described clearly and will relate to specific details given in the scenario. The justification of choices will be from a production perspective and demonstrate clear understanding of how to manipulate media codes to create meaning. There will be discussion of at least one production issue relevant to specific details given in the scenario/treatment.</p>		
	<p><u>An Adequate Answer 20 – 23 marks</u></p> <p>Technical/cultural codes planned in the treatment will be described adequately and will relate to specific details given in the scenario. The justification of choices will be from a production perspective and demonstrate understanding of how to manipulate media codes to create meaning. There will be discussion of at least one production issue relevant to specific details given in the scenario/treatment.</p>		
	<p><u>A Narrow Fail Answer 15 – 19 marks</u></p> <p>Some technical/cultural codes planned in the treatment will be described and will relate to specific details given in the scenario. There will be some justification but these will not adequately demonstrate a production perspective. Production issues might be missing or generalised and may not relate to specific details given in the scenario/ treatment.</p>		
	<p><u>Inadequate Answer 10 – 14 marks</u></p> <p>There will be a basic description of content or some technical/cultural codes. These will demonstrate some understanding but the justifications are likely to be weak and reflect a perspective that is more consumer than producer. Production issues might be missing or generalised.</p>		

Question	Expected Answer/s	Max Mark	Additional Guidance
	<p><u>Clearly Fails Answer: 0 – 9 marks</u></p> <p>There is likely to be a basic description of content and few, if any, justifications. Where the candidate fails to justify technical/cultural codes or give production issues relevant to the given scenario, award 0 – 19 marks and refer to PA if necessary.</p>		

[END OF MARKING INSTRUCTIONS]