



National  
Qualifications  
2023

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**2023 Media**

**The role of media**

**Higher**

**Finalised Marking Instructions**

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## General marking principles for Higher Media: The role of media

*Always apply these general principles. Use them in conjunction with the detailed marking instructions, which identify the key features required in candidates' responses.*

- (a) Always use positive marking. This means candidates accumulate marks for the demonstration of relevant skills, knowledge and understanding; marks are not deducted for errors or omissions.
- (b) If a 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.
- (c) Candidates can refer to one or more than one media text and can address these in a general or thematic way, or by close analysis and exemplification, as appropriate to the question.
- (d) The roles of media are broad concepts. Where candidates are given the choice of roles to use in their answer, accept the use of any appropriate model, theory or approach if it is relevant to the content and question, and corresponds to the following:

### Role of media

Meeting needs – entertain, educate, inform

Influencing attitudes and behaviours – intentional, unintentional

Meeting particular purposes – profit, promotion, public service.

- (e) Award marks only where points relate to the question asked.
- (f) For **discuss** questions, candidates must communicate ideas and information on a subject, and offer opinions, arguments or conclusions backed up with evidence. Candidates are given a question stem and bullet point instructions which they must address in their response.

Candidates must make points that communicate ideas and information on the role(s) of media referenced in the question, and debate two sides of an argument, develop or explore a point of view, or take some other approach appropriate to the question. Candidates must also exemplify or develop points made with reference to media content.

Where candidates make a number of points, these do not need to be in any particular order. Candidates may provide a number of developed points or a smaller number of points in depth, or a combination of these.

Award marks for discussion and references to media content. For each of these areas award up to a **maximum of 10 marks** as follows. Select the band descriptor which most closely describes the standard of the response. Once the best fit has been selected

- where the response just meets the standard described, award the lowest mark from the range
- where the response almost matches the band above, award the highest mark from the range
- where the response fully meets all the standards described in the top band descriptor, award the highest mark from the range.

Add together marks for both discussion and references to media content to give a total out of **20 marks**.

<b>Discussion</b>					
<b>10-9</b>	<b>8-7</b>	<b>6-5</b>	<b>4-3</b>	<b>2-1</b>	<b>0</b>
<p>Candidates give several relevant points of discussion which debate different sides of the referenced role(s) of media, offer critical comment or develop at least one clear line of argument/opinion.</p> <p>They support the discussion with developed points of information on the role(s) of media which relate to at least two perspectives relevant to the question.</p> <p>Candidates give at least one conclusion with supporting reason(s).</p>	<p>Candidates give at least two relevant points of discussion which debate different sides of the referenced role(s) of media, offer critical comment or develop at least one clear line of argument/opinion.</p> <p>They support the discussion with detailed points of information on the role(s) of media which relate to at least two perspectives relevant to the question.</p> <p>Candidates give at least one conclusion with supporting reason(s).</p>	<p>Candidates give at least one relevant point of discussion which debates different sides of the referenced role(s) of media, offers critical comment or develops at least one clear line of argument/opinion.</p> <p>They support the discussion with points of information on the role(s) of media which relate to at least one of the perspectives relevant to the question.</p> <p>Candidates give at least one concluding statement.</p>	<p>Candidates give at least one point of argument, opinion or conclusion on the referenced role(s) of media.</p> <p>They support this with points of information on the role(s) of media which relate to at least one of the perspectives relevant to the question.</p>	<p>Candidates give at least one point of argument, opinion or conclusion on the referenced role(s) of media.</p> <p><b>OR</b></p> <p>Candidates give at least one point of information on the role(s) of media which relates to one of the perspectives relevant to the question.</p>	<p>Candidates give no information on the role of media relevant to the question</p>

<b>References to media content</b>					
<b>10-9</b>	<b>8-7</b>	<b>6-5</b>	<b>4-3</b>	<b>2-1</b>	<b>0</b>
<p>Candidates give several specific and detailed references to media content which can include general or close textual exemplification.</p> <p>The references develop or exemplify points made. They comment on most of the references and these comments relate the content logically to their discussion.</p> <p>Candidates give some developed comments.</p>	<p>Candidates give several specific and detailed references to media content which can include general or close textual exemplification.</p> <p>The references develop or exemplify points made. They comment on some of the references and these comments relate the content logically to their discussion</p>	<p>Candidates give several specific references to media content which can include general or close textual exemplification.</p> <p>The references develop or exemplify points made.</p>	<p>Candidates give some references to media content which exemplify points made.</p>	<p>Candidates give vague and sparse references to media content.</p>	<p>Candidates give no references to media content relevant to the question.</p>

Marks for discussion and references to media content must be added together to give a total out of **20 marks**.

**[END OF MARKING INSTRUCTIONS]**