

Commentary on candidate evidence

Candidate 1

The evidence for this candidate has achieved a total of **10** marks for this course assessment component. The marks were assigned as follows:

Discussion

The candidate was awarded **5 marks**.

There is one point of discussion in this response regarding the unintentionally harmful effects music videos could have on audience members' body image as against the intended influence of encouraging people to buy the music. This is discussed with points of information relating to four different videos, but the discussion of the influences of each individual video is fairly thin and is not developed enough to be credited as more than one point of discussion overall. A brief concluding statement is given at the end of the essay.

References to media content

The candidate was awarded **5 marks**.

A few specific references to media content are given that exemplify the points made. For each video discussed, the candidate makes general reference to the content of the video – there is a general description of Britney Spears' costume and dancing; brief reference to costume and lyrics in the Omi video; slightly more detailed reference to the images from the Beyonce video; and general references to the dancers and lyrics in the Meghan Trainor video. The references exemplify the points made in the discussion, but there are no comments on them.

Candidate 2

The evidence for this candidate has achieved a total of **20** marks for this course assessment component. The marks were assigned as follows:

Discussion

The candidate was awarded **10 marks**.

There are several points of discussion regarding the intentional and unintentional influences of the music videos referenced. These include: the unintentional influence on young girls aspiring to the dominant ideology of beauty as it is presented in Baby, One More Time; the unintentional influence of Cheerleader on both men and women due to the way it presents stereotypical gender roles; the intentional attempt to influence attitudes in All About That Bass which challenges

the dominant ideology of beauty; and the alternative, more serious approach taken in *Pretty Hurts* intentionally addressing the harm caused by dominant ideologies of beauty. These points of discussion debate two perspectives relevant to the question by setting up a debate around the unintentional influence in the first two videos and how this type of influence is intentionally challenged in the second two videos. There is a clear conclusion with supporting reasons at the end of the essay. This is a strong response and was awarded the top mark available.

References to media content

The candidate was awarded **10 marks**.

There are specific and detailed references to the four videos discussed in the response. The references are effectively used to exemplify the points being made, and there is comment on the references relating the evidence to the argument. There are some insightful comments such as the reference to the use of the school fantasy leading to young audiences trusting the video and therefore being more susceptible to influence in *...Baby, One More Time*; the way the combination of visuals and lyrics in the *Cheerleader* video could lead to a harmful influence on both male and female attitudes and behaviours; and an insightful understanding of how *All About That Bass* intentionally tries to influence women's attitudes to themselves. The references throughout the response develop and exemplify points made and as there are some insightful comments the response was awarded the top mark available.

Candidate 3

The evidence for this candidate has achieved a total of **16 marks** for this course assessment component. The marks were assigned as follows:

Discussion

The candidate was awarded **8 marks**.

There are two relevant points of discussion made: the first point debates the possible unintentional influence in Omi's *Cheerleader* video and the counter argument that these elements are present purely due to an intentional influence trying to persuade people to buy the *song*. *The second point debates possible unintentional influences in Beyonce's Pretty Hurts video leading to some people self-harming, countered by discussion of the video's intention of trying to influence attitudes towards current, unrealistic and unattainable beauty standards. The two perspectives relating to each video are supported with detailed points of information and there is a clear conclusion with supporting reasons at the end of the response, and so the script is placed at the upper end of the 7-8 band.*

References to media content

The candidate was awarded **8 marks**.

There are several specific and detailed references to media content given to develop or exemplify the points made. For the Cheerleader video, there are specific references to the lyrics, and the revealing clothing on the girls, the beach and party scenes, and comment on each of these references relates them logically to the point being made. For the Pretty Hurts video there are specific references to women being shown self-harming and undergoing plastic surgery, and these references are used to develop the points of information being discussed. Although there are comments on the references throughout, the comments are not insightful and so the script is placed at the upper end of the 7-8 band.