



Media (National 5): assignment

**Commentary on candidate
evidence**

Commentary on candidate evidence

Section 1: planning

Question 1

The candidate was awarded **5 marks**.

1 mark was awarded for the audience research suggesting that audiences would like to see more use of sci-fi and drama conventions.

1 mark was awarded for the detailed and specific planning decision which is described based on this research finding.

1 mark was awarded for the research finding relating to the type of sport audiences would like to see in a sports documentary.

1 mark was awarded for the detailed and specific planning decision of how the sport would feature in the documentary idea.

1 mark was awarded for the research finding about the types of scenes audiences would like to see in a sports documentary.

Note: 1 mark could also be awarded for the related planning decision about scenes that would be included.

Question 2

The candidate was awarded **5 marks**.

1 mark was awarded for the research finding about the internal guidelines from Disney about their desire for related products for all around the world.

1 mark was awarded for the related planning decision to include a diverse range of sports to better appeal to a wider audience around the world and to generate profit.

1 mark was awarded for the research finding about the internal Disney guidelines about their target audience and the qualities they want their content to express.

1 mark was awarded for the related planning decision to make the ending of their film positive to reinforce the qualities that the Disney guidelines require.

1 mark was awarded for the research finding regarding the typical budget of a documentary. The planning decision related to this research finding lacks specific plans for how the budget would be spent and is generic rather than specifically related to their planned content so could not be awarded a mark.

Question 3

Note that in the 2020/21 assessment diet questions 2 and 3 could be replaced with a single question. This modification is also place in for 2021/22.

The candidate could be awarded **5 marks**.

1 mark could be awarded for the research finding regarding OFCOM guidelines on violence.

1 mark could be awarded for the related planning decision not to depict graphic injury on screen but only to narrate it in interviews.

1 mark could be awarded for the research finding regarding OFCOM guidelines on offensive language.

1 mark could be awarded for the related planning decision specifically identifying moments where offensive language might appear in the content and planning how it would be addressed to meet OFCOM guidelines.

1 mark could be awarded for the research finding regarding OFCOM guidelines on drug use.

Note: 1 mark could also have been awarded for the related planning decision to include discussions of healthier coping mechanisms that do not include drug use.

Question 4

The candidate was awarded **5 marks**.

1 mark was awarded for the research finding regarding the genre convention of interviews in documentary.

1 mark was awarded for the planning decision to include a wider range of interviewees in the planned content.

1 mark was awarded for the research finding regarding the genre convention of archive footage in the documentary.

1 mark was awarded for the planning decision to include archive footage of training and competitions in their planned content.

1 mark was awarded for the research finding regarding the genre convention of voice-over in the documentary. The planning decision regarding the use of voice-over is not sufficiently specific or detailed enough to merit a mark, simply restating the research finding in the form of a very brief plan.

Question 5

The candidate was awarded **3 marks**.

1 mark was awarded for the thoroughly explained research finding regarding the three act structure in documentary.

1 mark was awarded for the related planning decision outlining specifically how the three act structure would be used in the planned content.

1 mark was awarded for the research finding regarding the use of binary oppositions in the documentary.

No mark is awarded for the related planning decision to use binary oppositions, as the plan is not sufficiently detailed or specific, simply restating the research finding in the form of a very brief plan.

Section 2: development

Example 1

The candidate was awarded **7 marks**.

5 marks were awarded for insightfully applying knowledge and understanding of how to manipulate media techniques in the shot, with reference to several key aspects.

2 marks were awarded for well-developed evaluations of potential areas for development in the shot.

Example 2

The candidate was awarded **7 marks**.

5 marks were awarded for insightfully applying knowledge and understanding of how to manipulate media techniques in the shot, with reference to several key aspects.

2 marks were awarded for well-developed evaluations of potential areas for development in the shot.

Example 3

The candidate was awarded **7 marks**.

5 marks were awarded for insightfully applying knowledge and understanding of how to manipulate media techniques in the shot, with reference to several key aspects.

2 marks were awarded for well-developed evaluations of potential areas for development in the shot.

Example 4

The candidate was awarded **6 marks**.

4 marks were awarded for clearly applying knowledge and understanding of how to manipulate media techniques in the shot, with reference to several key aspects.

2 marks were awarded for well-developed evaluations of potential areas for development in the shot.