

# Commentary on candidate evidence

## Candidate 1

### Texts: 'You Need to Calm Down' and 'Taste'

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 across the response.

There is one point of discussion debating the intentional and unintentional influences of 'You Need to Calm Down' across the first and third paragraphs.

There is a second point of discussion debating the intentional and unintentional influences of 'Taste' across the second and fourth paragraphs.

Both points of discussion are supported with detailed points of information which relate to the influences discussed for both texts.

There is a conclusion at the end of the response that sums up the candidate's argument that media texts do influence audiences, with supporting reasons given for their opinion.

As there are two relevant points of discussion, supported by detailed points of information, and a conclusion with supporting reasons, the upper mark in the 8-7 band is awarded.

#### References to media content

The candidate was awarded **8 marks**.

There is a range of specific and detailed references to both the Taylor Swift and Sabrina Carpenter videos which exemplify the points being made about how these music videos influence audiences.

There are comments on some of the references as follows:

- In paragraph 1 on the use of colourful picket fences.
- In paragraph 2 on how the role reversal in the shower scene influences the audience's perception of women.
- In paragraph 3 on the way 'You Need to Calm Down' could unintentionally influence audiences to think homophobia is a class-based intolerance.

As the response meets all the criteria in the 8-7 band, the upper mark is awarded.

## Candidate 2

### Texts: A range of Covid Public Service Announcements (PSAs)

The evidence for this candidate has achieved a total of **12 marks** for this course assessment component. The marks were assigned as follows:

#### Discussion

The candidate was awarded **6 marks**.

There is one relevant point of discussion debating how the 'Stay Home, Stay Safe' PSA intentionally and unintentionally influences audiences, along with points of information on intentional and unintentional influences in two other Covid PSAs.

The first paragraph is a point of information on how the PSA intentionally influenced audiences to stay home.

The second paragraph is a point of information on how the 'Look Them in the Eyes' campaign had unintentional influences on the audience's mental health.

The third and fourth paragraphs are a relevant point of discussion debating the intentional influence of the 'Stay Home, Stay Safe' PSA to encourage the audience to see home as a place of safety, against its unintentional influence in promoting sexist attitudes.

There is a conclusion with supporting reasons.

As there is one point of discussion, supported by points of information, with a conclusion, the upper mark in the 6-5 band is awarded.

#### References to media content

The candidate was awarded **6 marks**.

The first paragraph contains a vague reference to the PSA that relates to the point of information being made.

The second paragraph contains a specific reference to the 'Look them in the Eyes' campaign that exemplifies the point of information being made.

The third and fourth paragraphs contain specific references to the representation of the houses as safe, and to the sexist representations of the characters in the 'Stay Home, Stay Safe' PSA, which exemplify the point of discussion being made.

There are no comments on the references.

As there are several specific references that exemplify points made, the upper mark in the 6-5 band is awarded.

## Candidate 3

### Texts: 'This is America' and 'Close Your Eyes'

The evidence for this candidate has achieved a total of **9 marks** for this course assessment component. The marks were assigned as follows:

#### Discussion

The candidate was awarded **4 marks**.

There is one point of conclusion about how 'This is America' and 'Close Your Eyes' intentionally influence audiences to support Black Americans. This is supported by points of information about the videos' intentions to influence audiences' attitudes against racism and stereotypes.

There is a point of information in paragraph one about the historical attitudes to race in America being referenced in 'This is America'.

There is a point of information in paragraph two on the message of 'Close Your Eyes' focusing on the system being the issue rather than the people.

In paragraph three, there is a point of conclusion, drawing on the points of information in the first two paragraphs and concluding that both videos intentionally influence audiences.

The fourth and fifth paragraphs do not add anything further to the response.

As the response meets all the criteria in the 4-3 band, the upper mark is awarded.

#### References to media content

The candidate was awarded **5 marks**.

The first paragraph contains a specific reference to Gambino's dancing in 'This is America' that relates to the point of information being made.

The second paragraph contains a specific reference to the fight between the kid and the police officer in 'Close Your Eyes' that exemplifies the point of information being made.

The fourth paragraph contains a vague reference to the gun in 'This is America'.

There are no comments on the references.

As there are only two specific references that exemplify points made, the lower mark in the 6-5 band is awarded.

## Candidate 4:

### Text: Barbie' (2023)

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 three relevant points of discussion across the response.

The first paragraph develops an argument that Barbie intentionally influences men to become more aware of the effects of sexism by showing Barbieland as a mirror of the real world, forcing them to reflect on the way women are treated in a patriarchal society.

The second paragraph develops an argument that the film unintentionally influences audiences harmfully through the lack of diversity in the Barbies and the idealised representation of stereotypical Barbie.

The third paragraph develops an argument that the film intentionally influences audiences to buy Barbie products through product placement.

There are developed points of information relating to the perspectives in the question throughout the response. There is a conclusion that sums up the candidate's argument with supporting reasons.

As there are several relevant points of discussion, supported by developed points of information, and a conclusion with supporting reasons, the upper mark in the 10-9 band is awarded.

#### References to media content

The candidate was awarded **10 marks**.

There are several specific and detailed references to the text throughout the response. These references exemplify and develop points made. There are comments on the references and developed comment as follows:

- In paragraph 1 on the way in which Barbieland mirrors our own society.
- In paragraph 2 on the way that Mattel is trying to present itself as progressive with a variety of dolls but instead reinforces harmful stereotypes.
- In paragraph 3 on the way that audiences are influenced to purchase products out of a sense of nostalgia.

As the response meets all the criteria in the 10-9 band, the upper mark is awarded.