



National
Qualifications
SPECIMEN ONLY

S848/76/12

**Media:
The role of media**

Date — Not applicable

Duration — 1 hour

Total marks — 20

Attempt the question.

Write your answer clearly in the answer booklet provided.

Use **blue** or **black** ink.

Before leaving the examination room you must give your answer booklet to the Invigilator;
if you do not, you may lose all the marks for this paper.



THE ROLE OF MEDIA — 20 marks

Attempt the question

It is recommended that the examples of media content you use in response to this task are different from the examples of media content you used in response to the tasks in the Analysis of Media Content paper.

The role of media

The media is consistently criticised as being intrusive, out of control, or problematic in some other way. Often, the response from the media is that it is simply fulfilling its role of meeting the needs of its audiences.

Discuss this with reference to media content you have studied.

In your response you must discuss the point of view referenced above by

- giving detailed information or ideas about the role(s) of media referenced above
- giving specific examples from media content which illustrate the information/ideas and your discussion
- commenting on these examples and relating these to your discussion
- drawing at least one conclusion which provides judgement in relation to the question.

[END OF SPECIMEN QUESTION PAPER]



National
Qualifications
SPECIMEN ONLY

S848/76/02

**Media:
The role of media**

Marking Instructions

These marking instructions have been provided to show how SQA would mark this specimen question paper.

The information in this publication may be reproduced to support SQA qualifications only on a non-commercial basis. If it is reproduced, SQA should be clearly acknowledged as the source. If it is to be used for any other purpose, written permission must be obtained from permissions@sqa.org.uk.

Where the publication includes materials from sources other than SQA (ie secondary copyright), this material should only be reproduced for the purposes of examination or assessment. If it needs to be reproduced for any other purpose it is the user's responsibility to obtain the necessary copyright clearance.

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 have the option to refer to one or more than one media text in their response to the question.
- (d) Candidates can refer to one or more media texts and can address these in a general or thematic way, or by close analysis and exemplification, as appropriate to the questions.
- (e) 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 analysis

Meeting needs – entertain, educate, inform

Influencing attitudes and behaviours – intentional, unintentional

Meeting particular purposes – profit, promotion, public service.

- (f) Award marks only where points relate to the question asked.
- (g) 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 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**.

Discussion					
10-9	8-7	6-5	4-3	2-1	0
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. 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. Candidates give at least one conclusion with supporting reason(s).	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. 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. Candidates give at least one conclusion with supporting reason(s).	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. 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. Candidates give at least one concluding statement.	Candidates give at least one point of argument, opinion or conclusion on the referenced role(s) of media. 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.	Candidates give at least one point of argument, opinion or conclusion on the referenced role(s) of media. OR 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.	Candidates give no information on a role of media relevant to the question.
References to media content					
10-9	8-7	6-5	4-3	2-1	0
Candidates give several specific and detailed references to media content which can include general or close textual exemplification. They give references which develop or exemplify points made and relate the content logically to their discussion. Candidates give some insightful comments.	Candidates give several specific and detailed references to media content which can include general or close textual exemplification. Candidates give references which develop or exemplify points made. They comment on some of the references and these comments relate the content logically to their discussion.	Candidates give several specific and detailed references to media content which can include general or close textual exemplification.	Candidates give some references to media content which exemplify points made.	Candidates give vague and sparse references to media content.	Candidates give no references to media content relevant to the discussion of the role of media.
Marks for discussion and references to media content must be added together to give a total out of 20 marks .					

[END OF SPECIMEN MARKING INSTRUCTIONS]