

# GCE 2005

## *January Series*



# Mark Scheme

## Media Studies

*(MED2)*

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Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

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*Dr Michael Cresswell Director General*

**AS MEDIA STUDIES (MED2)****MARK SCHEME (JANUARY 2005)**

- This unit is textually-centred and topic based. Candidates are required to demonstrate their knowledge and understanding of the topics via the use of contemporary texts.
- The application of the conceptual framework is the skill that should underpin all discussion of texts and topics. This may be explicit or implicit.
- Information and exemplification should be subordinate to the ‘argument’ (the demands of the question) and should not submerge it.
- Textual reference may be narrow or wide-ranging depending on the demands of the question.
- Personal evaluation, where relevant, may range from a simple statement of opinion to a supported engagement with theory, research, ideas or information.

The Textual Topic Content (Section 11.3 in the specification) should be read alongside this mark scheme.

This unit assesses objectives AO1 (from specification page 12) and AO3i (from specification page 13).

Weightings of Assessment Objectives	
A01	10%
A03i	5%
Total	15%

**Question 1 (a)****(30 marks)**

Week ending 9 November	
Top20 TV Shows	
	Millions
Coronation Street (Mon) ITV1	14.784
EastEnders (Mon) BBC1	13.682
Emmerdale (Mon) ITV1	11.012
Heartbeat ITV1	10.534
Prime Suspect ITV1	10.498
Pop Idol ITV1	8.817
Antiques Roadshow	8.57
Casualty BBC1	8.372
Pop Idol Results ITV1	8.357
The Bill (Wed) ITV1	7.969
Holby City BBC1	7.809
Walking With Sea Monsters BBC1	7.59
Holiday Airport: Cyprus ITV1	7.088
Absolutely Fabulous BBC1	7.025
Who Wants To Be A Millionaire ITV1	6.983
Film: Double Jeopardy ITV1	6.955
Airline ITV1	6.921
Monarch Of The Glen BBC1	6.513
Holiday Showdown ITV1	6.507
Festival Of Remembrance BBC1	6.453

Only one inclusion per show – highest rating taken.  
Not including repeats. BARB data supplied by TNS.

Top 20 TV show for week ending 9 November 2003

(Source: *The Total TV Guide*, 6-12 December, 2003)

**More than half of the programmes in the above chart are examples of fictional texts.**

**Account for the popularity of broadcast fiction with television audiences.**

**Support your argument with illustrations from a range of texts that you have studied.**

*(You may refer to any of the fictional texts in the chart or to any others that you have studied.)*

**Level 6 (26-30 marks)**

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen texts, provides relevant exemplification and demonstrates a clear understanding of how broadcast fiction appeals to audiences. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and competent use of appropriate terminology.

**Level 5 (21-25 marks)**

The answer shows a focused discussion using the conceptual framework and a sound knowledge of the chosen texts, provides relevant exemplification and demonstrates satisfactory understanding of how broadcast fiction appeals to audiences. It shows an engaged personal response, sound understanding of relevant ideas, theories, debates or information and an adequate use of appropriate terminology.

**Question 1(a) continued.****Level 4 (16-20 marks)**

The answer shows a basic ability to present ideas within the conceptual framework and a solid knowledge of the chosen texts, provides relevant exemplification and demonstrates adequate understanding of how broadcast fiction appeals to audiences. It shows a sound personal response, satisfactory understanding of relevant ideas, theories, debates or information and a basic use of terminology.

**Level 3 (11-15 marks)**

The ideas are expressed clearly although the conceptual framework may be limited, and the answer shows a basic knowledge of the chosen texts, provides some relevant exemplification and makes limited reference to how broadcast fiction appeals to audiences. It shows a simple personal response, limited understanding of some relevant ideas, theories, debates or information and a very basic use of terminology.

**Level 2 (6-10 marks)**

The ideas are presented in a mainly descriptive way and the answer shows a rudimentary knowledge of the chosen texts, possibly lacking relevant exemplification or making little reference to how broadcast fiction appeals to audiences. It shows a superficial response with a rudimentary understanding of some relevant ideas, theories, debates or information.

**Level 1 (0-5 marks)**

There may be one or two isolated points of some relevance such as any knowledge or application of Key Concepts, making an attempt to answer the question or providing exemplification. The answer shows next to no awareness of any ideas, theories, debates or information.

**Question 1 (b)****(30 marks)**

**Provide a detailed analysis of one film AND/OR one broadcast fictional text, explaining how the elements of its construction engage its audience.**

**You may wish to consider some of the following:**

- **narrative devices and structures**
- **film or broadcast fiction techniques**
- **the appeal of characters or stars**
- **inclusion of themes or issues.**

**Level 6 (26-30 marks)**

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen text(s), provides relevant exemplification and demonstrates a clear understanding of how the elements of the text(s) engage its audience. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and a competent use of appropriate terminology.

**Level 5 (21-25 marks)**

The answer shows a focused discussion using the conceptual framework and a sound knowledge of the chosen text(s), provides relevant exemplification and demonstrates satisfactory understanding of how the elements of the text(s) engage its audience. It shows an engaged personal response, sound understanding of relevant ideas, theories, debates or information and an adequate use of appropriate terminology.

**Level 4 (16-20 marks)**

The answer shows a basic ability to present ideas within the conceptual framework and a solid knowledge of the chosen text(s), provides relevant exemplification and demonstrates adequate understanding of how the elements of the text(s) engage its audience. It shows a sound personal response, satisfactory understanding of relevant ideas, theories, debates or information and a basic use of appropriate terminology.

**Level 3 (11-15 marks)**

The ideas are expressed clearly, although the conceptual framework may be limited and the answer shows a basic knowledge of the chosen text(s), provides some relevant exemplification and makes limited reference to how the elements of the text(s) engage its audience. It shows a simple personal response, limited understanding of some relevant ideas, theories, debates or information and a very basic use of terminology.

**Level 2 (6-10 marks)**

The ideas are presented in a mainly descriptive way and the answer shows a rudimentary knowledge of the chosen text(s), possibly lacking relevant exemplification or making little reference to how the elements of the text(s) engage its audience. It shows a superficial response, with a rudimentary understanding of some relevant ideas, theories, debates or information.

**Question 1(b) continued.****Level 1 (0-5 marks)**

There may be one or two isolated points of some relevance such as showing any knowledge or application of Key Concepts, making an attempt to answer the question or providing exemplification. The answer shows next to no awareness of any ideas, theories, debates or information.

**Question 2 (a)****(30 marks)**

**“All documentary makers have a view of their subject matter that they want to communicate to audiences.” By referring in detail to at least two documentaries discuss the techniques documentary makers use to make their views clear.**

**Level 6 (26-30 marks)**

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen texts, provides relevant exemplification and demonstrates a clear understanding of how specific documentary techniques convey values. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and competent use of appropriate terminology.

**Level 5 (21-25 marks)**

The answer shows a focused discussion using the conceptual framework and a sound knowledge of the chosen texts, provides relevant exemplification and demonstrates satisfactory understanding of how specific documentary techniques convey values. It shows an engaged personal response, sound understanding of relevant ideas, theories, debates or information and adequate use of appropriate terminology.

**Level 4 (16-20 marks)**

The answer shows a basic ability to present ideas within the conceptual framework, and a solid knowledge of the chosen texts, provides relevant exemplification and demonstrates adequate understanding of how specific documentary techniques convey values. It shows a sound personal response, satisfactory understanding of relevant ideas, theories, debates or information and a basic use of terminology.

**Level 3 (11-15 marks)**

The ideas are expressed clearly although the conceptual framework may be limited, and the answer shows a basic knowledge of the chosen texts, provides some relevant exemplification and makes limited reference to how documentary techniques convey values. It shows a simple personal response, limited understanding of some relevant ideas, theories, debates or information and a very basic use of terminology.

**Level 2 (6-10 marks)**

The ideas are presented in a mainly descriptive way and the answer shows a rudimentary knowledge of the chosen texts, possibly lacking relevant exemplification or making little reference to how documentary techniques convey values. It shows a superficial response, with a rudimentary understanding of some relevant ideas, theories, debates or information.

**Level 1 (0-5 marks)**

There may be one or two isolated points of some relevance such as showing any knowledge or application of Key Concepts, making an attempt to answer the question, or providing exemplification. The answer shows next to no awareness of any ideas, theories, debates or information.



**Question 2 (b)****(30 marks)****Why do people watch documentaries?****Support your answer by referring to examples from a range of documentary formats that you feel illustrate the appeal of documentaries to audiences.****Level 6 (26-30 marks)**

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen texts, provides relevant exemplification and demonstrates a clear understanding of how documentaries appeal to audiences. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and a competent use of appropriate terminology.

**Level 5 (21-25 marks)**

The answer shows a focused discussion using the conceptual framework and a sound knowledge of the chosen texts, provides relevant exemplification and demonstrates satisfactory understanding of how documentaries appeal to audiences. It shows an engaged and personal response, sound understanding of relevant ideas, theories, debates or information, confident evaluation and an adequate use of terminology.

**Level 4 (16-20 marks)**

The answer shows a basic ability to present ideas within the conceptual framework and a solid knowledge of the chosen texts, provides relevant exemplification and demonstrates adequate understanding of how documentaries appeal to audiences. It shows a sound personal response, satisfactory understanding of relevant ideas, theories, debates or information and a basic use of terminology.

**Level 3 (11-15 marks)**

The ideas are expressed clearly although the conceptual framework may be limited, and the answer shows a basic knowledge of the chosen texts, provides some relevant exemplification and makes limited reference to how documentaries appeal to audiences. It shows a simple personal response, limited understanding of some relevant ideas, theories, debates or information and a very basic use of terminology.

**Level 2 (6-10 marks)**

The ideas are presented in a mainly descriptive way and the answer shows a rudimentary knowledge of the chosen texts, often lacking relevant exemplification or making little reference to how documentaries appeal to audiences. It shows a superficial response, with a rudimentary understanding of some relevant ideas, theories, debates or information.

**Level 1 (0-5 marks)**

There may be one or two isolated points of some relevance such as showing any knowledge or application of Key Concepts, making an attempt to answer the question, or providing exemplification. The answer shows next to no awareness of any ideas, theories, debates or information.

**Question 3 (a)****(30 marks)**

**By referring in detail to a recent campaign that presents a strong brand identity show how brand image is important in advertising and marketing.**

**Level 6 (26-30 marks)**

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen campaign, provides relevant exemplification and demonstrates clear understanding of how brand image works. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and a competent use of appropriate terminology.

**Level 5 (21-25 marks)**

The answer shows a focused discussion using the conceptual framework and a sound knowledge of the chosen campaign, provides relevant exemplification and demonstrates satisfactory understanding of how brand image works. It shows an engaged personal response, sound understanding of relevant ideas, theories, debates or information and an adequate use of terminology.

**Level 4 (16-20 marks)**

The answer shows a basic ability to present ideas within the conceptual framework and a solid knowledge of the chosen campaign, provides relevant exemplification and demonstrates adequate understanding of how brand image works. It shows a sound personal response, satisfactory understanding of relevant ideas, theories, debates or information and a basic use of terminology.

**Level 3 (11-15 marks)**

The ideas are expressed clearly although the conceptual framework may be limited, and the answer shows a basic knowledge of the chosen campaign, provides some relevant exemplification and makes limited reference to how brand image works. It shows a simple personal response, limited understanding of some relevant ideas, theories, debates or information and a very basic use of terminology.

**Level 2 (6-10 marks)**

The ideas are presented in a mainly descriptive way and the answer shows a rudimentary knowledge of the chosen campaign, possibly lacking relevant exemplification or making little reference to how brand image works. It shows a superficial response with a rudimentary understanding of some relevant ideas, theories, debates or information.

**Level 1 (0-5 marks)**

There may be one or two isolated points of some relevance such as showing any knowledge or application of Key Concepts, making an attempt to answer the question, or providing exemplification. The answer shows next to no awareness of any ideas, theories, debates or information.

**Question 3 (b)****(30 marks)**

**“Research has shown that many groups, for instance young people, do not respond to traditional advertising strategies when making their consumer choices.”**

**Discuss in detail some recent promotional strategies that have been developed in response to such challenges.**

**Level 6 (26-30 marks)**

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen strategies, provides relevant exemplification and demonstrates clear understanding of how recent promotional strategies work. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and competent use of appropriate terminology.

**Level 5 (21-25 marks)**

The answer shows a focused discussion using the conceptual framework and a sound knowledge of the chosen strategies, provides relevant exemplification and demonstrates satisfactory understanding of how recent promotional strategies work. It shows an engaged personal response, sound understanding of relevant ideas, theories, debates or information and adequate use of terminology.

**Level 4 (16-20 marks)**

The answer shows a basic ability to present ideas within the conceptual framework and a solid knowledge of the chosen strategies, provides relevant exemplification and demonstrates adequate understanding of how recent promotional strategies work. It shows a sound personal response, satisfactory understanding of relevant ideas, theories, debates or information and a basic use of terminology.

**Level 3 (11-15 marks)**

The ideas are expressed clearly although the conceptual framework maybe limited and the answer shows a basic knowledge of the chosen strategies, provides some relevant exemplification and makes limited reference to how recent promotional strategies work. It shows a simple personal response, limited understanding of some relevant ideas, theories, debates or information and a very basic use of terminology.

**Level 2 (6-10 marks)**

The ideas are presented in a mainly descriptive way and the answer shows a rudimentary knowledge of the chosen strategies, possibly lacking relevant exemplification or making little reference to how recent promotional strategies work. It shows a superficial response, with a rudimentary understanding of some relevant ideas, theories, debates or information.

**Level 1 (0-5 marks)**

There may be one or two isolated points of some relevance such as showing any knowledge or application of Key Concepts, making an attempt to answer the question, or providing exemplification. The answer shows next to no awareness of any ideas, theories, debates or information.

**Question 4 (a)****(30 marks)**

**“Tabloids spread moral panics (...) Some campaigns, for example the anti-asylum seekers campaign, have been misinformed by hatred and exaggeration which has played on people’s fears and prejudices.” (Roy Greenslade in *The Guardian Media Supplement*, 3 February 2003.)**

**Is such criticism fair? Support your argument with examples.**

**Level 6 (26-30 marks)**

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen examples, provides relevant illustration and demonstrates clear understanding of how tabloids are criticised. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and a competent use of appropriate terminology.

**Level 5 (21-25 marks)**

The answer shows a focused discussion using the conceptual framework and a sound knowledge of the chosen examples, provides relevant illustration and demonstrates satisfactory understanding of how tabloids are criticised. It shows an engaged personal response, a sound understanding of relevant ideas, theories, debates or information and an adequate use of terminology.

**Level 4 (16-20 marks)**

The answer shows a basic ability to present ideas within the conceptual framework and a solid knowledge of the chosen examples, provides relevant illustration and demonstrates adequate understanding of how tabloids are criticised. It shows a sound personal response, satisfactory understanding of relevant ideas, theories, debates or information and a basic use of terminology.

**Level 3 (11-15 marks)**

The ideas are expressed clearly although the conceptual framework may be limited, and the answer shows a basic knowledge of the chosen examples, provides some relevant illustration and makes limited reference to how tabloids are criticised. It shows a simple personal response, limited understanding of some relevant ideas, theories, debates or information and a very basic use of terminology.

**Level 2 (6-10 marks)**

The ideas are presented in a mainly descriptive way and the answer shows a rudimentary knowledge of the chosen examples, possibly lacking relevant illustration or making little reference to how tabloids are criticised. It is a superficial response showing a rudimentary understanding of some relevant ideas, theories, debates or information.

**Level 1 (0-5 marks)**

There may be one or two isolated points of some relevance such as showing any knowledge or application of Key Concepts, making an attempt to answer the question, or providing exemplification. The answer shows next to no awareness of any ideas, theories, debates or information.

**Question 4 (b)****(30 marks)****News can be presented very differently in different newspapers.****Discuss the reasons for this, giving detailed examples from at least two newspapers.****Level 6 (26-30 marks)**

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen texts, provides relevant exemplification and demonstrates a clear understanding of how news is presented. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and a competent use of appropriate terminology.

**Level 5 (21-25 marks)**

The answer shows a focused discussion using the conceptual framework and a sound knowledge of the chosen texts, provides relevant exemplification and demonstrates satisfactory understanding of how news is presented. It shows an engaged personal response, sound understanding of relevant ideas, theories, debates or information and an adequate use of terminology.

**Level 4 (16-20 marks)**

The answer shows a basic ability to present ideas within the conceptual framework and a solid knowledge of the chosen texts, provides relevant exemplification and demonstrates adequate understanding of how news is presented. It shows a sound personal response, satisfactory understanding of relevant ideas, theories, debates or information and a basic use of terminology.

**Level 3 (11-15 marks)**

The ideas are expressed clearly although the conceptual framework may be limited, and the answer shows a basic knowledge of the chosen texts, provides some relevant exemplification and demonstrates limited understanding of how news is presented. It shows a simple personal response, limited understanding of some relevant ideas, theories, debates or information and a very basic use of terminology.

**Level 2 (6-10 marks)**

The ideas are presented in a mainly descriptive way and the answer shows a rudimentary knowledge of the chosen texts, possibly lacking relevant exemplification or making little reference to the presentation of news. It is a superficial response showing a rudimentary understanding of some relevant ideas, theories, debates or information.

**Level 1 (0-5 marks)**

There may be one or two isolated points of some relevance such as showing any knowledge or application of Key Concepts, making an attempt to answer the question, or providing exemplification. The answer shows next to no awareness of any ideas, theories, debates or information.