



General Certificate of Education

Media Studies 5571/6571

MED2

Mark Scheme

2005 examination - June series

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.

Unit Two – Textual Topics in Contemporary Media (MED2)

- 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 the following objectives:

- AO1 demonstrate knowledge and application of the Key Concepts employed within Media Studies and the evaluation of texts and ideas using the Key Concepts; (10%)
- A03i demonstrate knowledge, application and evaluation of major ideas, theories, debates and information relevant to the study of contemporary media. (5%)

Quality of Written Communication

Examiners should reward responses which are well organised, clearly expressed and use appropriate terminology.

Question 1 (a)

(30 marks)

Account for the similarities you have found in the techniques used to tell stories by those who make film and broadcast fiction.

Give textual illustration from film AND/OR broadcast fiction texts to support your argument.

Level 6 (26-30 marks)

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen techniques, provides relevant exemplification and demonstrates a clear understanding of how moving image techniques are similar. 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 techniques, provides relevant exemplification and demonstrates satisfactory understanding of how moving image techniques are similar. 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 techniques, provides relevant exemplification and demonstrates adequate understanding of how moving image techniques are similar. 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 techniques, provides some relevant exemplification and makes limited reference to how moving image techniques are similar. 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 techniques, possibly lacking relevant exemplification or making little reference to how moving image techniques are similar. 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 some 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)

“Film and television fiction texts are always based on contemporary issues and attitudes.”

How far do you agree with this statement? Support your argument with a detailed reading of one film OR one broadcast fiction text that you know well.

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, provides relevant exemplification and demonstrates a clear understanding of how texts relate to contemporary issues and attitudes. 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, provides relevant exemplification and demonstrates satisfactory understanding of how texts relate to contemporary issues and attitudes. 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, provides relevant exemplification and demonstrates adequate understanding of how texts relate to contemporary issues and attitudes. 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, provides some relevant exemplification and makes limited reference to how texts relate to contemporary issues and attitudes. 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, possibly lacking relevant exemplification or making little reference to how texts relate to contemporary issues and attitudes. 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 (a)**(30 marks)**

Describe and analyse two documentaries, explaining how each one has been constructed to have a particular impact on its audience.

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 documentary techniques impact on 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 documentary techniques impact on audiences. 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 documentary techniques impact on 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 documentary techniques impact on 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 documentary techniques impact on 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 2 (b)

(30 marks)

In recent years popular documentary formats have placed people in contrived situations.

Account for the appeal of this type of documentary to producers and audiences.

Support your argument with textual examples.

Level 6 (26-30 marks)

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of documentary formats, provides relevant exemplification and demonstrates a clear understanding of how documentaries appeal to producers and 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 documentary formats, provides relevant exemplification and demonstrates satisfactory understanding of how documentaries appeal to producers and audiences. It shows an engaged and 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 documentary formats, provides relevant exemplification and demonstrates adequate understanding of how documentaries appeal to producers and 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 documentary formats, provides some relevant exemplification and makes limited reference to how documentaries appeal to producers and 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 documentary formats, often lacking relevant exemplification or making little reference to how documentaries appeal to producers and 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)**

It is often said that television advertisements offer more entertainment than the programmes.

How and why do advertisers and marketers make advertisements entertaining for their target audiences? Illustrate your answer with examples from a campaign or campaigns of your choice.

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(s), provides relevant exemplification and demonstrates clear understanding of the ways entertainment works in advertisements. 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(s), provides relevant exemplification and demonstrates satisfactory understanding of the ways entertainment works in advertisements. 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(s), provides relevant exemplification and demonstrates adequate understanding of the ways entertainment works in advertisements. 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(s), provides some relevant exemplification and makes limited reference to the ways entertainment works in advertisements. 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(s), possibly lacking relevant exemplification or making little reference to the ways entertainment works in advertisements. 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)

Some celebrities from the sporting and popular entertainment worlds are brands in themselves. Discuss the brand value of celebrities and evaluate some promotional strategies which have involved them.

Level 6 (26-30 marks)

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen promotional strategies, provides relevant exemplification and demonstrates clear understanding of how celebrities carry brand value. 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 promotional strategies, provides relevant exemplification and demonstrates satisfactory understanding of how celebrities carry brand value. 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 promotional strategies, provides relevant exemplification and demonstrates adequate understanding of how celebrities carry brand value. 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 promotional strategies, provides some relevant exemplification and makes limited reference to how celebrities carry brand value. 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 promotional strategies, possibly lacking relevant exemplification or making little reference to how celebrities carry brand value. 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)****How well does your local newspaper serve the interests of the people in your local area?****Support your views with detailed reference to stories and features 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 a local newspaper, provides relevant exemplification and demonstrates clear understanding of how a local newspaper serves 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 a local newspaper, provides relevant exemplification and demonstrates satisfactory understanding of how a local newspaper serves its audience. 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 a local newspaper, provides relevant exemplification and demonstrates adequate understanding of how a local newspaper serves its audience. 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 a local newspaper, provides some relevant exemplification and makes limited reference to how a local newspaper serves 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 a local newspaper, possibly lacking relevant exemplification or making little reference to how a local newspaper serves its audience. 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)

Media publicist, Max Clifford, described the British Press as being the most savage in the world.

How far do you agree with this view of British newspapers? Give examples of news stories and features to support your opinion.

Level 6 (26-30 marks)

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of chosen news stories and features, provides relevant exemplification and demonstrates a clear understanding of how the British Press can be 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 chosen news stories and features, provides relevant exemplification and demonstrates satisfactory understanding of how the British Press can be criticised. 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 chosen news stories and features, provides relevant exemplification and demonstrates adequate understanding of how the British Press can be 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 chosen news stories and features, provides some relevant exemplification and makes limited reference of how the British Press can be 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 chosen news stories and features, possibly lacking relevant exemplification or making little reference to criticisms of the British Press. 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.