



General Certificate of Education

Media Studies 2570

MEST1 January 2010

Unit 1 Investigating Media

Mark Scheme

POST-STANDARDISATION

MARKING NOTATION

Examiners are reminded that it is essential to notate while marking. It is not enough to tick every page of writing. Candidates can now ask to see their papers and they have the right to see how and why the mark their work was given was arrived at. Summative comments must be made at the end of each answer. They must demonstrate that the mark scheme has been applied and clearly indicate the reasons for the mark allocated. Such comments should explain the level that the candidates response has been placed in.

There follows a list of notations you are encouraged to use. These should be written in the left hand margin alongside the relevant point to which they refer:

L	Media Language
R	Representation
A	Audience
Inst	Media Institution
G	Genre
N	Narrative
V/I	Values and Ideology
✓	Good point made
✓✓	Very good point made
Eg	Example/Illustration
Eg✓	Good Example/Illustration
Ex	Explanation/Exploration/Expansion/Evaluation
T	Terminology used
Th	Theories/Ideas/Debates/Issues
F	Focus on question
Eg?	Needs illustration
Ex?	Needs explanation/exploration/expansion/evaluation
Rept	Repetition
I	Irrelevant
?	Query or Questionable Point
Desc	Description

Summative comments must be made at the end of each answer. They must demonstrate that the mark scheme has been applied and clearly indicate the reasons for the mark allocated. An example will be presented at the standardisation meeting of a 'Model Marked Script'.

POINTS TO REMEMBER

- Please mark positively at all times – take a “best fit” approach
- Use the entire spread of marks
- Reward use of appropriate media terminology (**not** language expression). See reference to quality of written communication on page 8.
- Reward unusual responses when supported by specific reference to text(s), or consult your senior examiner
- Notes must not be marked

Investigating Media (MEST1)

80 raw marks - 48 marks for Section A (AO1) and 32 marks for Section B (AO2)

Weighting: AO1 60% AO2 40%

Section A – Texts, concepts and contexts

AO1: Demonstrate knowledge and understanding of media concepts, contexts (and critical debates)

4 questions @ 12 marks each = 48 marks

These short answer questions are designed to encourage candidates to demonstrate knowledge and understanding of media concepts and the production contexts within which texts are produced (AO1).

Each question should be marked using the appropriate marking criteria. The list of suggested content for each question is not exclusive and candidates are not expected to refer to all of it in their answers.

Question 1 Media Forms

(12 marks)

How does the advertisement use the conventions of a typical film trailer?

The question tests knowledge and understanding of media forms, specifically film trailer conventions.

Suggested content (This is for general guidance only and not a definitive list. Candidates should be rewarded for what they have achieved, not penalised for what they may have omitted).

The advertisement uses the conventions of a film trailer in the following ways:

Male voice over	Fast cuts and fades
Use of fast-paced music	Use of titles/graphics (+ zooms)
Increased volume and intensity of music	Sound bites
Emphasis on Special Effects	CUs of stars/iconic clips
Title and 'billing block' at end	Sound Effects (+ dramatic pauses)

Level 4 (10-12 marks)

Thorough knowledge and understanding of the film trailer conventions used, demonstrated by **detailed reference** to the text and **confident** use of media terminology.

Level 3 (7-9 marks)

Sound knowledge and understanding of the film trailer conventions used, demonstrated by **solid reference** to the text and **proficient** use of media terminology.

Level 2 (4-6 marks)

Some knowledge and understanding of film trailer conventions, demonstrated by **some reference** to the text and **some adequate** use of media terminology.

Level 1 (1-3 marks)

Limited knowledge and understanding of film trailer conventions, demonstrated by **superficial reference** to the text and **very limited** use of media terminology.

Level 0 (0 marks)

No relevant/appropriate/suitable response.

Question 2 Media Representations**(12 marks)****How is technology represented in the trailer?**

This question tests knowledge and understanding of how representations are constructed and conveyed within media products.

Suggested content (This is for general guidance only and not a definitive list. Candidates should be rewarded for what they have achieved, not penalised for what they may have omitted).

Technology is represented positively as:

A necessity	Accessible	User-friendly
Not related to cost	Exclusive	Interactive
Without limits	Full of Potential	Intoxicating
Cutting edge	Up to date	Enabling

Some candidates may want to question the representation of technology provided and actually draw attention to the limitations of this new technology.

Wherever possible, links should be made to analysis of media language (i.e. moving image analysis: use of camera, lighting/colour, editing, mise-en-scene, sound and graphics) to show how representations are constructed and conveyed.

Level 4 (10-12 marks)

Thorough knowledge and understanding of how the representation of technology is conveyed, demonstrated by **detailed reference** to the text and **confident** use of media terminology.

Level 3 (7-9 marks)

Sound knowledge and understanding of how the representation of technology is conveyed, demonstrated by **solid reference** to the text and **proficient** use of media terminology.

Level 2 (4-6 marks)

Some knowledge and understanding of the representation of technology, demonstrated by **some reference** to the text and **some adequate** use of media terminology.

Level 1 (1-3 marks)

Limited knowledge and understanding of the representation of technology, demonstrated by **superficial reference** to the text and **very limited** use of media terminology.

Level 0 (0 marks)

No relevant/appropriate/suitable response.

Question 3 Media Audiences

(12 marks)

How does the trailer persuade audiences that their home cinema experience will be improved?

This question tests knowledge and understanding of the concept of audience and how they are persuaded by the text.

Suggested Content (This is for general guidance only and not a definitive list. Candidates should be rewarded for what they have achieved, not penalised for what they may have omitted).

Audiences are persuaded of:

Availability of discs	Improved new and exclusive bonus features
Improved screen resolution	In-movie experiences
Clear high fidelity sound	Increased interaction
Online extras	
New seamless menu navigation (sound and scenes/chapters)	

Wherever possible, links should be made to media language to show how this meaning is constructed and conveyed (ie moving image analysis: use of camera, lighting/colour, editing, mise-en-scene, sound and graphics).

Level 4 (10-12 marks)

Thorough knowledge and understanding of how audiences are persuaded, demonstrated by **detailed reference** to the text and **confident** use of media terminology.

Level 3 (7-9 marks)

Sound knowledge and understanding of how audiences are persuaded, demonstrated by **solid reference** to the text and **proficient** use of media terminology.

Level 2 (4-6 marks)

Some knowledge and understanding of how audiences are persuaded, demonstrated by **some reference** to the text and **some adequate** use of media terminology.

Level 1 (1-3 marks)

Limited knowledge and understanding of how audiences are persuaded, demonstrated by **superficial reference** to the text and **very limited** use of media terminology.

Level 0 (0 marks)

No relevant/appropriate/suitable response.

Question 4 Media Institutions

(12 marks)

What values and characteristics of Hollywood are evident in the trailer?

This question tests knowledge and understanding of the institution's values and characteristics as evidenced in the text.

Suggested content (This is for general guidance only and not a definitive list. Candidates should be rewarded for what they have achieved, not penalised for what they may have omitted).

Values and characteristics evident include:

Emphasis on new technology	Special effects
Star power	Modernity
High production values	Action (and violence)
Heroism	Formal Excess
Gender stereotyping	Commercialism

Level 4 (10-12 marks)

Thorough knowledge and understanding of the institution's values and characteristics, demonstrated by **detailed reference** to the text and **confident** use of media terminology.

Level 3 (7-9 marks)

Sound knowledge and understanding of the institution's values and characteristics, demonstrated by **solid reference** to the text and **proficient** use of media terminology.

Level 2 (4-6 marks)

Some knowledge and understanding of the institution's values and/or characteristics, demonstrated by **some reference** to the text and **some adequate** use of media terminology.

Level 1 (1-3 marks)

Limited knowledge and understanding of the institution's values and/or characteristics, demonstrated by **superficial reference** to the text and **very limited** use of media terminology.

Level 0 (0 marks)

No relevant/appropriate/suitable response.

Section B Cross-Media Study

32 marks

AO2: Apply knowledge and understanding when analysing media products and processes to show how meanings and responses are created.

Candidates will have undertaken any cross-media study. The questions are designed to assess candidates' ability to apply their knowledge and understanding of the products and processes in their chosen topic area:

(a) across the range of media platforms and (b) to explore how meanings and responses are created.

As indicated within each level, Quality of Written Communication should be taken into account when awarding marks.

EITHER**Question 5**

Identify how media products from your case study make links with other media platforms. What are the reasons for these links?

In your answer you should:

- provide a brief outline of your case study
- consider possible links such as targeting audiences, promotion and revenue generation
- support your answer with reference to a range of examples from **three** media platforms.

Level 4 (26-32 marks)	<ul style="list-style-type: none"> • Thorough and precise cross-media study • Thorough application of knowledge and understanding of how and why media products from the cross-media study make links with other media platforms • Thorough use of a range of detailed examples from three media platforms • Clear, well organised and appropriate communication. Engaged response with fluent use of media terminology. <p><i>At the top of this level</i> candidates show confident understanding and application of media ideas/issues/theories/debates.</p>
Level 3 (17-25 marks)	<ul style="list-style-type: none"> • Clear and concise cross-media study • Sound application of knowledge and understanding of how and why media products from the cross-media study make links with other media platforms • Satisfactory use of a range of examples from three media platforms • Clear and appropriate communication. Ideas are structured with consistency and media terminology is used accurately. <p><i>At the top of this level</i> candidates show sound understanding of media ideas/issues/theories/debates.</p>
Level 2 (9-16 marks)	<ul style="list-style-type: none"> • Generalised and sketchy cross-media study • Some application of knowledge and understanding of how media products from the cross-media study make links with other media platforms • Adequate use of some examples from at least two media platforms • Communication of ideas may be inconsistent with some limited use of media terminology. <p><i>At the top of this level</i> candidates make reference, possibly implicitly, to media ideas/issues/theories/debates.</p>
Level 1 (1-8 marks)	<ul style="list-style-type: none"> • Vague and undeveloped cross-media study • Limited application of knowledge and understanding of how media products from the cross-media study make links with other media platforms • Scant or generalised use of examples from perhaps only one media platform • There may be some confusion and imbalance within the response. <p><i>At the top of this level</i> answers may show limited awareness of media ideas/issues/theories/debates and/or media terminology.</p>
Level 0 (0 marks)	<ul style="list-style-type: none"> • No relevant/appropriate/suitable response.

OR

Question 6

'All media texts tell stories'. In what ways is narrative used in the media products in your case study?

In your answer you should:

- provide a brief outline of your case study
- discuss the different ways narrative functions in the media products in your case study
- support your answer with reference to examples from three media platforms.

<p>Level 4 (26-32 marks)</p>	<ul style="list-style-type: none"> • Thorough and precise cross-media study • Thorough application of knowledge and understanding of how media products use narrative techniques and conventions • Thorough use of a range of detailed examples from three media platforms • Clear, well organised and appropriate communication. Engaged response with fluent use of media terminology. <p><i>At the top of this level</i> candidates show confident understanding and application of media ideas/issues/theories/debates.</p>
<p>Level 3 (17-25 marks)</p>	<ul style="list-style-type: none"> • Clear and concise cross-media study • Sound application of knowledge and understanding of how media products use narrative techniques and conventions • Satisfactory use of a range of examples from three media platforms • Clear and appropriate communication. Ideas are structured with consistency and media terminology is used accurately. <p><i>At the top of this level</i> candidates show sound understanding of media ideas/issues/theories/debates.</p>
<p>Level 2 (9-16 marks)</p>	<ul style="list-style-type: none"> • Generalised and sketchy cross-media study • Some application of knowledge and understanding of how media products use narrative techniques and conventions • Adequate use of some examples from at least two media platforms • Communication of ideas may be inconsistent with some limited use of media terminology. <p><i>At the top of this level</i> candidates make reference, possibly implicitly, to media ideas/issues/theories/debates.</p>
<p>Level 1 (1-8 marks)</p>	<ul style="list-style-type: none"> • Vague and undeveloped cross-media study • Limited application of knowledge and understanding of how media products use narrative techniques and conventions • Scant or generalised use of examples from perhaps only one media platform • There may be some confusion and imbalance within the response. <p><i>At the top of this level</i> answers may show limited awareness of media ideas/issues/theories/debates and/or media terminology.</p>
<p>Level 0 (0 marks)</p>	<ul style="list-style-type: none"> • No relevant/appropriate/suitable response.