

Version 1.0



**General Certificate of Education  
January 2011**

**Media Studies**

**MEST3**

**Unit 3: Critical Perspectives**

**Post-Standardisation**

***Mark Scheme***

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.

Further copies of this Mark Scheme are available to download from the AQA Website: [www.aqa.org.uk](http://www.aqa.org.uk)

Copyright © 2011 AQA and its licensors. All rights reserved.

#### COPYRIGHT

AQA retains the copyright on all its publications. However, registered centres for AQA are permitted to copy material from this booklet for their own internal use, with the following important exception: AQA cannot give permission to centres to photocopy any material that is acknowledged to a third party even for internal use within the centre.

Set and published by the Assessment and Qualifications Alliance.

**Critical Perspectives (MEST3)**

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

Weighting: AO1 40% AO2 60%

**Section A**

**Total 32 marks**

This section assesses the following assessment objective:

*AO1 Demonstrate knowledge and understanding of media concepts, contexts and critical debates*

**Section B**

**Total 48 marks**

This section assesses the following assessment objective:

*AO2 Apply knowledge and understanding when analysing media productions and processes to show how meanings and responses are created*

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.

## 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.

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

✓ Good point made  
✓✓ Very good point made

L Media Language  
R Representation  
A Audience  
Inst Media Institution  
G Genre  
N Narrative  
V/I Values and Ideology

Th Theory  
MD Media issue/debate  
WC Wider contexts

Eg Example  
T Terminology  
F Focus on question

Rept Repetition  
? 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. It is useful to take these comments from the level descriptors. 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).
- Reward unusual responses when supported by specific reference to text(s), or consult your senior examiner
- Notes must not be marked

## **SECTION A**

### **Question 1**

**Evaluate how the people who are against the BNP are represented in each media product.**

**(8 marks)**

#### **Level 4 (7-8 marks)**

A sophisticated analysis and evaluation, showing very good critical autonomy.  
Sophisticated understanding of media concepts, in particular the representations within both media products.  
Supported by detailed references to both media products.  
Articulate and engaged.

#### **Level 3 (5-6 marks)**

A proficient analysis and evaluation, showing good critical autonomy.  
Good understanding of media concepts, in particular the representations within both media products.  
Supported by references to both media products.  
Clearly expressed.

#### **Level 2 (3-4 marks)**

A satisfactory analysis and evaluation, showing critical autonomy.  
Adequate understanding of media concepts, in particular the media representations within both media products.  
Supported by references to the media product/s.  
Generally clear expression.

#### **Level 1 (1-2 marks)**

A basic analysis.  
Some understanding of media concepts, in particular the representations within the media product(s).  
Meaning may be obscured at times by weaknesses in written communication.

#### **Level 0 (0 marks)**

Mostly descriptive and/or irrelevant answer.

**Question 2**

**Why does the media rely so heavily on conflict?**

**You may also refer to other media texts to support your answer.**

**(12 marks)**

**Level 4 (10-12 marks)**

A sophisticated evaluation, showing very good critical autonomy.  
Detailed and sophisticated application of a wide range of media debates, issues and theories.  
Supports answer with a wide range of examples from other media.  
Articulate and engaged.

**Level 3 (7-9 marks)**

A proficient evaluation, showing good critical autonomy.  
Proficient application of a range of media debates, issues and theories.  
Supports answer with a range of examples from other media.  
Clearly expressed.

**Level 2 (4-6 marks)**

A satisfactory evaluation, showing critical autonomy.  
Adequate application of a number of media debates, issues and theories.  
May support answer with examples from other media.  
Generally clear expression.

**Level 1 (1-3 marks)**

A basic evaluation.  
Basic application of some critical debates or issues or theories.  
Meaning may be obscured at times by weaknesses in written communication.

**Level 0 (0 marks)**

Mostly descriptive and/or irrelevant answer.

**Question 3**

**Multiplatform media can allow access to a wider range of views, including extreme ones.**

**Should the internet be more regulated?**

**You should refer to other media products to support your answer.**

**(12 marks)**

**Level 4 (10-12 marks)**

A sophisticated and detailed evaluation, showing very good critical autonomy .

Sophisticated and detailed application of a wide range of wider contexts.

Supports answer with a wide range of examples from other media.

Articulate and engaged.

**Level 3 (7-9 marks)**

A proficient evaluation, showing good critical autonomy.

Proficient application of a range of wider contexts.

Supports answer with a range of examples of other media.

Clearly expressed.

**Level 2 (4-6 marks)**

A satisfactory evaluation, showing critical autonomy.

Adequate application of a number of wider contexts.

Supports answer with examples from other media.

Generally clear expression.

**Level 1 (1-3 marks)**

A basic evaluation.

Basic application of some wider contexts.

Some examples from other media included.

Meaning may be obscured at times by weaknesses in written communication.

**Level 0 (0 marks)**

Mostly descriptive and/or irrelevant answer.

**SECTION B****EITHER****Question 4**

**‘A negative representation is better than no representation at all.’**

**Discuss this statement with reference to the group or place you have studied.**

**(48 marks)**

<p><b>Level 4</b> <b>(37- 48 marks)</b></p>	<p>A comprehensive discussion and evaluation, showing sophisticated understanding of representation. A sharp focus on the question. Sophisticated application of concepts and a wide range of media issues, debates and theories and wider contexts. The use of the candidate’s individual case study shows detailed evidence of independent study and very good critical autonomy. Answer is supported by a wide range of examples. The answer is well structured, articulate and engaged.</p>
<p><b>Level 3</b> <b>(25 - 36 marks)</b></p>	<p>A proficient discussion and evaluation, showing good understanding of representation. Focuses on the question. Proficient application of concepts and a range of media issues, debates and theories and wider contexts. The use of the candidate’s individual case study shows clear evidence of independent study and good critical autonomy. Answer is supported by a range of examples. The answer is well structured and clearly expressed.</p>
<p><b>Level 2</b> <b>(13 - 24 marks)</b></p>	<p>A sound discussion and evaluation, showing adequate understanding of representation. Focuses mainly on the question. Sound application of concepts and a number of media issues, debates and theories and wider contexts. The use of the candidate’s individual case study shows adequate evidence of independent study and critical autonomy. Answer is supported by examples. The answer is mostly well structured and expressed.</p>
<p><b>Level 1</b> <b>(1 - 12 marks)</b></p>	<p>A basic discussion and evaluation, showing some understanding of representation. Some focus on the question. A basic of application of concepts and some media issues, debates and theories and/or wider contexts. The use of the candidate’s individual case study shows some evidence of independent study. Answer is supported by some examples. Meaning may be obscured at times by weaknesses in written communication.</p>
<p><b>Level 0</b> <b>(0 marks)</b></p>	<p>Mostly descriptive and/or irrelevant answer. Little focus on the question.</p>



OR

**Question 5**

**Part of stereotyping is the attitude that all members of a particular group are the same, or else fall into a very small number of types.**

**How and why is the group or place you have studied stereotyped?**

**(48 marks)**

<b>Level 4 (37- 48 marks)</b>	<p>A comprehensive discussion and evaluation, showing sophisticated understanding of representation. A sharp focus on the question. Sophisticated application of concepts and a wide range of media issues, debates and theories and wider contexts. The use of the candidate's individual case study shows detailed evidence of independent study and very good critical autonomy. Answer is supported by a wide range of examples. The answer is well structured, articulate and engaged.</p>
<b>Level 3 (25 - 36 marks)</b>	<p>A proficient discussion and evaluation, showing good understanding of representation. Focuses on the question. Proficient application of concepts and a range of media issues, debates and theories and wider contexts. The use of the candidate's individual case study shows clear evidence of independent study and good critical autonomy. Answer is supported by a range of examples. The answer is well structured and clearly expressed.</p>
<b>Level 2 (13 - 24 marks)</b>	<p>A sound discussion and evaluation, showing adequate understanding of representation. Focuses mainly on the question. Sound application of concepts and a number of media issues, debates and theories and wider contexts. The use of the candidate's individual case study shows adequate evidence of independent study and critical autonomy. Answer is supported by examples. The answer is mostly well structured and expressed.</p>
<b>Level 1 (1 - 12 marks)</b>	<p>A basic discussion and evaluation, showing some understanding of representation. Some focus on the question A basic of application of concepts and some media issues, debates and theories and/or wider contexts. The use of the candidate's individual case study shows some evidence of independent study. Answer is supported by some examples. Meaning may be obscured at times by weaknesses in written communication.</p>
<b>Level 0 (0 marks)</b>	<p>Mostly descriptive and/or irrelevant answer. Little focus on the question.</p>

OR

**Question 6**

**New and digital media offers institutions different ways of reaching audiences. Consider how and why media institutions are using these techniques.**

**(48 marks)**

<p><b>Level 4 (37- 48 marks)</b></p>	<p>A comprehensive discussion and evaluation, showing sophisticated understanding of the impact of new and digital media. A sharp focus on the question. Sophisticated application of concepts and a wide range of media issues, debates and theories and wider contexts. The use of the candidate's individual case study shows detailed evidence of independent study and very good critical autonomy. Answer is supported by a wide range of examples. The answer is well structured, articulate and engaged.</p>
<p><b>Level 3 (25 - 36 marks)</b></p>	<p>A proficient discussion and evaluation, showing good understanding of the impact of new and digital media. Focuses on the question. Proficient application of concepts and a range of media issues, debates and theories and wider contexts. The use of the candidate's individual case study shows clear evidence of independent study and good critical autonomy. Answer is supported by a range of examples. The answer is well structured and clearly expressed.</p>
<p><b>Level 2 (13 - 24 marks)</b></p>	<p>A sound discussion and evaluation, showing adequate understanding of the impact of new and digital media. Focuses mainly on the question. Sound application of concepts and a number of media issues, debates and theories and wider contexts. The use of the candidate's individual case study shows adequate evidence of independent study and critical autonomy. Answer is supported by examples. The answer is mostly well structured and expressed.</p>
<p><b>Level 1 (1 - 12 marks)</b></p>	<p>A basic discussion evaluation, showing some understanding of the impact of new and digital media. Some focus on the question A basic of application of concepts and some media issues, debates and theories and/or wider contexts. The use of the candidate's individual case study shows some evidence of independent study. Answer is supported by some examples. Meaning may be obscured at times by weaknesses in written communication.</p>
<p><b>Level 0 (0 marks)</b></p>	<p>Mostly descriptive and/or irrelevant answer. Little focus on the question.</p>

OR

**Question 7**

**“To connect, to create, to share creativity or thought, to discuss, to collaborate, to form groups or to combine with others in mutual interests or passions. If you can’t see the point of any of those things, you will not see the point of Facebook” ([www.guardian.co.uk](http://www.guardian.co.uk)).**

**What opportunities and/or disadvantages do new and digital media have for audiences?**  
(48 marks)

<p><b>Level 4</b> <b>(37- 48 marks)</b></p>	<p>A comprehensive discussion and evaluation, showing sophisticated understanding of the impact of new and digital media. A sharp focus on the question. Sophisticated application of concepts and a wide range of media issues, debates and theories and wider contexts. The use of the candidate’s individual case study shows detailed evidence of independent study and very good critical autonomy. Answer is supported by a wide range of examples. The answer is well structured, articulate and engaged.</p>
<p><b>Level 3</b> <b>(25 - 36 marks)</b></p>	<p>A proficient discussion and evaluation, showing good understanding of the impact of new and digital media. Focuses on the question. Proficient application of concepts and a range of media issues, debates and theories and wider contexts. The use of the candidate’s individual case study shows clear evidence of independent study and good critical autonomy. Answer is supported by a range of examples. The answer is well structured and clearly expressed.</p>
<p><b>Level 2</b> <b>(13 - 24 marks)</b></p>	<p>A sound discussion and evaluation, showing adequate understanding of the impact of new and digital media. Focuses mainly on the question. Sound application of concepts and a number of media issues, debates and theories and wider contexts. The use of the candidate’s individual case study shows adequate evidence of independent study and critical autonomy. Answer is supported by examples. The answer is mostly well structured and expressed.</p>
<p><b>Level 1</b> <b>(1 - 12 marks)</b></p>	<p>A basic discussion evaluation, showing some understanding of the impact of new and digital media. Some focus on the question A basic of application of concepts and some media issues, debates and theories and/or wider contexts. The use of the candidate’s individual case study shows some evidence of independent study. Answer is supported by some examples. Meaning may be obscured at times by weaknesses in written communication.</p>
<p><b>Level 0</b> <b>(0 marks)</b></p>	<p>Mostly descriptive and/or irrelevant answer. Little focus on the question.</p>