

Version 1.0



**General Certificate of Education
June 2012**

Media Studies

MEST3

Unit 3: Critical Perspectives

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.

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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.

SECTION A

Question 1

Evaluate how the two trailers use the narrative technique of enigma to encourage the target audience to watch the films.

(8 marks)

Level 4 (7-8 marks)

A sophisticated analysis and evaluation, showing very good critical autonomy.
Sophisticated understanding of media concepts, in particular narrative 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 narrative 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 narrative 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 narrative within the media product(s).
Meaning may be obscured at times by weaknesses in written communications.

Level 0 (0 marks)

Mostly descriptive and/or irrelevant answer.

Question 2

**Why are media products that represent outsiders, such as vampire films, so popular?
You may also refer to other media products 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/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/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/theories.
Supports answer with examples from other media.
Generally clear expression.

Level 1 (1-3 marks)

A basic evaluation.
Basic application of some media debates/issues/theories.
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.

Question 3

Do you think that official and unofficial websites contribute to a film's box office success? 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**Question 4**

There are a wide range of representations in the media and audiences are free to choose how they interpret them. Do you agree?

(48 marks)

Level 4 (37- 48 marks)	A sophisticated and comprehensive essay, showing very good critical autonomy - Sophisticated and detailed understanding of representation A sharp focus on the question throughout. Sophisticated application of a wide range of media debates, issues and theories and wider contexts. A comprehensive individual case study, with a wide range of detailed examples. Well structured, articulate and engaged.
Level 3 (25-36 marks)	A good essay, showing good critical autonomy - Proficient understanding of representation A clear focus on the question. Good application of range of media debates, issues and theories and wider contexts A clear individual case study, with a range of examples. Well structured and clearly expressed.
Level 2 (13-24 marks)	A satisfactory essay, showing critical autonomy - Adequate understanding of representation Focuses mainly on the question. Adequate application of media debates, issues and theories and/or wider contexts. An adequate individual case study, with a number of examples. Mostly well structured and generally clear.
Level 1 (1-12 marks)	A basic essay - Some understanding of representation May lack focus on the question. A basic application of some media debates or issues or theories or wider contexts Evidence of a case study and supported by some examples. Meaning may be obscured at times by weaknesses in communication.
Level 0 (0 marks)	Mostly descriptive and/or irrelevant answer. Little focus on the question.

Question 5

How and why do alternative representations of the group or place you have studied challenge mainstream values and ideology?

(48 marks)

Level 4 (37- 48 marks)	A sophisticated and comprehensive essay, showing very good critical autonomy - Sophisticated and detailed understanding of representation A sharp focus on the question throughout. Sophisticated application of a wide range of media debates, issues and theories and wider contexts. A comprehensive individual case study, with a wide range of detailed examples. Well structured, articulate and engaged.
Level 3 (25-36 marks)	A good essay, showing good critical autonomy - Proficient understanding of representation A clear focus on the question. Good application of range of media debates, issues and theories and wider contexts A clear individual case study, with a range of examples. Well structured and clearly expressed.
Level 2 (13-24 marks)	A satisfactory essay, showing critical autonomy - Adequate understanding of representation Focuses mainly on the question. Adequate application of media debates, issues and theories and/or wider contexts. An adequate individual case study, with a number of examples. Mostly well structured and generally clear.
Level 1 (1-12 marks)	A basic essay - Some understanding of representation May lack focus on the question. A basic application of some media debates or issues or theories or wider contexts Evidence of a case study and supported by some examples. Meaning may be obscured at times by weaknesses in communication.
Level 0 (0 marks)	Mostly descriptive and/or irrelevant answer. Little focus on the question.

Question 6

The only way to survive in the digital world is to keep innovating. Do you agree?
(48 marks)

Level 4 (37- 48 marks)	A sophisticated and comprehensive essay, showing very good critical autonomy - Sophisticated and detailed understanding of new and digital media A sharp focus on the question throughout. Sophisticated application of a wide range of media debates, issues and theories and wider contexts. A comprehensive individual case study, with a wide range of detailed examples. Well structured, articulate and engaged.
Level 3 (25-36 marks)	A good essay, showing good critical autonomy - Proficient understanding of new and digital media A clear focus on the question. Good application of range of media debates, issues and theories and wider contexts A clear individual case study, with a range of examples. Well structured and clearly expressed.
Level 2 (13-24 marks)	A satisfactory essay, showing critical autonomy - Adequate understanding of new and digital media Focuses mainly on the question. Adequate application of media debates, issues and theories and/or wider contexts. An adequate individual case study, with a number of examples. Mostly well structured and generally clear.
Level 1 (1-12 marks)	A basic essay - Some understanding of new and digital media May lack focus on the question. A basic application of some media debates or issues or theories or wider contexts Evidence of a case study and supported by some examples. Meaning may be obscured at times by weaknesses in communication.
Level 0 (0 marks)	Mostly descriptive and/or irrelevant answer. Little focus on the question.

Question 7

Most of the traditional media's attempts to compete with new and digital media have been too little and too late. Does your case study support this view?

(48 marks)

<p>Level 4 (37- 48 marks)</p>	<p>A sophisticated and comprehensive essay, showing very good critical autonomy - Sophisticated and detailed understanding of new and digital media A sharp focus on the question throughout. Sophisticated application of a wide range of media debates, issues and theories and wider contexts. A comprehensive individual case study, with a wide range of detailed examples. Well structured, articulate and engaged.</p>
<p>Level 3 (25-36 marks)</p>	<p>A good essay, showing good critical autonomy - Proficient understanding of new and digital media A clear focus on the question. Good application of range of media debates, issues and theories and wider contexts A clear individual case study, with a range of examples. Well structured and clearly expressed.</p>
<p>Level 2 (13-24 marks)</p>	<p>A satisfactory essay, showing critical autonomy - Adequate understanding of new and digital media Focuses mainly on the question. Adequate application of media debates, issues and theories and/or wider contexts. An adequate individual case study, with a number of examples. Mostly well structured and generally clear.</p>
<p>Level 1 (1-12 marks)</p>	<p>A basic essay - Some understanding of new and digital media May lack focus on the question. A basic application of some media debates or issues or theories or wider contexts Evidence of a case study and supported by some examples. Meaning may be obscured at times by weaknesses in communication.</p>
<p>Level 0 (0 marks)</p>	<p>Mostly descriptive and/or irrelevant answer. Little focus on the question.</p>