OCR
RECOGNISING ACHIEVEMENT

GCE

Media Studies

Advanced Subsidiary GCE **AS H140**

Mark Schemes on the Units

June 2009

CONTENTS

Advanced GCE Media Studies (H540)

Advanced Subsidiary GCE Media Studies (H140)

MARK SCHEMES FOR THE UNITS

G322 Key Media Concepts (TV Drama)

Question	Answer	Mark

The purpose of these Units is to firstly assess candidates' media textual analysis skills and their understanding of the concept of representation using a short unseen moving image extract (AO1 and AO2); secondly to assess candidates' knowledge and knowledge of media institutions and their production processes, distribution strategies, use of technologies and related issues concerning audience reception and consumption of media texts (AO1 and AO2).

1   **Section A: Textual Analysis and Representation (Unseen moving image extract)**

Discuss the ways in which the extract constructs the representation of gender using the following:

- **Camera shots, angles, movement and composition**
- **Editing**
- **Sound**
- **Mise en scène.**

Candidates will be assessed on their ability to understand how representations are constructed in a media text through the analysis of different technical areas. Assessment will take place across three criteria:

- Explanation/analysis/argument (20 marks) AO1 Specific
- Use of examples (20 marks) AO2 Specific
- Use of terminology (10 marks) AO1 Specific.

Candidates' work should be judged on each of these criteria individually and marks awarded according to the level attained. It should be noted that it is possible for a candidate to achieve a different level for each assessment criterion.

General Mark Scheme

Level 1

Explanation/analysis/argument (0-7 marks)
- Shows minimal understanding of the task
- Minimal understanding of the way that technical aspects are used to construct the extract's representations
- Of minimal relevance to set question or a brief response (under one and a half sides of answer booklet).

Use of examples (0-7 marks)
- Offers minimal textual evidence from the extract
- Offers a limited range of examples (only one technical area covered)
- Offers examples of minimal relevance to the set question.

Use of terminology (0-3 marks)
• Minimal or frequently inaccurate use of terminology.

Some simple ideas have been expressed. There will be some errors of spelling, punctuation and grammar which will be noticeable and intrusive. Writing may also lack legibility.

Level 2

Explanation/analysis/argument (8-11 marks)
• Shows basic understanding of the task
• Basic understanding of the way that technical aspects are used to construct the extract's representations
• Some relevance to set question.

Use of examples (8-11 marks)
• Offers some textual evidence from the extract
• Offers a partial range of examples (at least two technical areas covered)
• Offers examples with some relevance to the set question.

Use of terminology (4-5 marks)
• Some terminology used, although there may be some inaccuracies.

Some simple ideas have been expressed in an appropriate context. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.

Level 3

Explanation/analysis/argument (12-15 marks)
• Shows proficient understanding of the task
• Proficient understanding of the way that technical aspects are used to construct the extract's representations
• Mostly relevant to set question.

Use of examples (12-15 marks)
• Offers consistent textual evidence from the extract
• Offers a range of examples (at least three technical areas covered)
• Offers examples which are mostly relevant to the set question.

Use of terminology (6-7 marks)
• Use of terminology is mostly accurate.

Straightforward ideas have been expressed with some clarity and fluency. Arguments are generally relevant, though may stray from the point of the question. There will be some errors of spelling, punctuation and grammar, but these are unlikely to be intrusive or obscure meaning.

Level 4

Explanation/analysis/argument (16-20 marks)
- Shows excellent understanding of the task
- Excellent knowledge and understanding of the way that technical aspects are to construct the extract's representations
- Clearly relevant to set question.

Use of examples (16-20 marks)
- Offers frequent textual analysis from the extract - award marks to reflect the range and appropriateness of examples
- Offers a full range of examples from each technical area
- Offers examples which are clearly relevant to the set question.

Use of terminology (8-10 marks)
- Use of terminology is relevant and accurate.

Complex issues have been expressed clearly and fluently. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.

2   **Section B: Institutions and Audiences**

How important is technological convergence for institutions and audiences within a media area which you have studied?

Candidates focus on one of the following media areas, though they may make reference to other media areas, which they have studied:

- **Film**
- **Music**
- **Newspapers**
- **Radio**
- **Magazines**
- **Video games.**

Candidates will be assessed on their ability to illustrate patterns of production, distribution, exchange and consumption through relevant case study examples and their own experiences as audiences.

Candidates may cover the use of convergent technology in one or more of the following areas in their responses to the question:

- Production practices which allow texts to be constructed for specific audiences
- Distribution and marketing strategies to raise audience awareness of specific products or types of products
- The use of new technology to facilitate more accurate targeting of specific audiences
- Audience strategies in facilitating or challenging institutional practices.

Candidates should be given credit for their knowledge and understanding, illustrated through case study material, in any of these areas; there is no requirement that they should all be covered equally. Examiners should also be prepared to allow points, examples and arguments that have not been considered if they are relevant and justified.

Explanation/analysis/argument - AO1 Specific
Use of examples - AO2 Specific
Use of terminology - AO1 Specific.

Level 1

Explanation/analysis/argument (0-7 marks)
- Shows minimal understanding of the task
- Minimal knowledge and understanding of institutional/audience practices - general opinions or assertions predominate
- Minimal argument evident, with little reference to case study material
- Of minimal relevance to set question or a brief response (under one and a half sides of answer booklet).

Use of examples (0-7 marks)
- Offers minimal use of case study material
- Offers a limited range of or inappropriate examples
- Offers examples of minimal relevance to set question.

Use of terminology (0-3 marks)
- Minimal or frequently inaccurate use of terminology.

Some simple ideas have been expressed. There will be some errors of spelling, punctuation and grammar which will be noticeable and intrusive. Writing may also lack legibility.

Level 2

Explanation/analysis/argument (8-11 marks)
- Shows basic understanding of the task
- Basic knowledge and understanding of institutional/audience practices - factual knowledge will have some accuracy
- Basic argument evident, with some reference to case study material
- Some relevance to set question.

Use of examples (8-11 marks)
- Offers some evidence from case study material
- Offers a partial range of examples from case study and/or own experience
- Offers examples of some relevance to the set question.

Use of terminology (4-5 marks)
- Some terminology used, although there may be some inaccuracies.

Some simple ideas have been expressed in an appropriate context. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.

Level 3

Explanation/analysis/argument (12-15 marks)
- Shows proficient understanding of the task
- Proficient knowledge and understanding of institutional/audience practices - factual knowledge is mostly accurate
- Some developed argument, supported by reference to case study material
- Mostly relevant to set question.

Use of examples (12-15 marks)
- Offers consistent evidence from case study material
- Offers a range of examples from case study and/or own experience
- Offers examples which are mostly relevant to the set question.

Use of terminology (6-7 marks)
- Use of terminology is mostly accurate.

Straightforward ideas have been expressed with some clarity and fluency. Arguments are generally relevant, though may stray from the point of the question. There will be some errors of spelling, punctuation and grammar, but these are unlikely to be intrusive or obscure meaning.

Question	**Answer**	*Mark*

Level 4

Explanation/analysis/argument   (16-20 marks)
- Shows excellent understanding of the task
- Excellent knowledge and understanding of institutional/audience practices - factual knowledge is relevant and accurate
- A clear and developed argument, substantiated by detailed reference to case study material
- Clearly relevant to set question.

Use of examples   (16-20 marks)
- Offers frequent evidence from case study material - award marks to reflect the range and appropriateness of examples from case study and/or own experience
- Offers examples which are clearly relevant to the set question.

Use of terminology   (8-10 marks)
- Use of terminology is relevant and accurate.

Complex issues have been expressed clearly and fluently. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.

G323 Key Media Concepts (Radio Drama)

Question	Answer	Mark

The purpose of these units is firstly to assess candidates' media textual analysis skills and their understanding of the concept of representation using a short unheard audio extract (AO1 and AO2), secondly to assess candidates' knowledge and understanding of media institutions and their production processes, distribution strategies, use of technologies and related issues concerning audience reception and consumption of media texts (AO1 and AO2).

1   **Section A: Textual Analysis and Representation (Unheard audio extract).**

Discuss the ways in which the extract constructs the representation of gender using the following:

- **Speech**
- **Music**
- **Sound effects**
- **Editing.**

Candidates will be assessed on their ability to understand how representations are constructed in a media text through the analysis of different technical areas. Assessment will take place across three criteria:

- Explanation/analysis/argument (20 marks) AO1 Specific
- Use of examples (20 marks) AO2 Specific
- Use of terminology (10 marks) AO1 Specific.

Candidates' work should be judged on each of these criteria individually and marks awarded according to the level attained. It should be noted that it is possible for a candidate to achieve a different level for each assessment criterion.

General Mark Scheme

Level 1

Explanation/analysis/argument (0-7 marks)
- Shows minimal understanding of the task
- Minimal understanding of the way that technical aspects are used to construct the extract's representations
- Of minimal relevance to set question or a brief response (under one and a half sides of answer booklet).

Use of examples (0-7 marks)
- Offers minimal textual evidence from the extract
- Offers a limited range of examples (only one technical area covered)
- Offers examples of minimal relevance to the set question.

Use of terminology (0-3 marks)
- Minimal or frequently inaccurate use of terminology.

Some simple ideas have been expressed. There will be some errors of spelling, punctuation and grammar which will be noticeable and intrusive. Writing may also lack legibility.

Level 2

Explanation/analysis/argument (8-11 marks)
- Shows basic understanding of the task
- Basic understanding of the way that technical aspects are used to construct the extract's representations
- Some relevance to set question.

Use of examples (8-11 marks)
- Offers some textual evidence from the extract
- Offers a partial range of examples (at least two technical areas covered)
- Offers examples with some relevance to the set question.

Use of terminology (4-5 marks)
- Some terminology used, although there may be some inaccuracies.

Some simple ideas have been expressed in an appropriate context. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.

Level 3

Explanation/analysis/argument (12-15 marks)
- Shows proficient understanding of the task
- Proficient understanding of the way that technical aspects are used to construct the extract's representations
- Mostly relevant to set question.

Use of examples (12-15 marks)
- Offers consistent textual evidence from the extract
- Offers a range of examples (at least three technical areas covered)
- Offers examples which are mostly relevant to the set question.

Use of terminology (6-7 marks)
- Use of terminology is mostly accurate.

Straightforward ideas have been expressed with some clarity and fluency. Arguments are generally relevant, though may stray from the point of the question. There will be some errors of spelling, punctuation and grammar, but these are unlikely to be intrusive or obscure meaning.

Level 4

Explanation/analysis/argument (16-20 marks)
- Shows excellent understanding of the task
- Excellent knowledge and understanding of the way that technical aspects are to construct the extract's representations
- Clearly relevant to set question.

Use of examples (16-20 marks)
- Offers frequent textual analysis from the extract - award marks to reflect the range and appropriateness of examples
- Offers a full range of examples from each technical area
- Offers examples which are clearly relevant to the set question.

Use of terminology (8-10 marks)
- Use of terminology is relevant and accurate.

Complex issues have been expressed clearly and fluently. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.

Question	Answer	Mark

2 **Section B: Institutions and Audiences**

How important is technological convergence for institutions and audiences within a media area which you have studied?

Candidates focus on one of the following media areas, though they may make reference to other media areas, which they have studied:

- **Film**
- **Music**
- **Newspapers**
- **Radio**
- **Magazines**
- **Video games.**

Candidates will be assessed on their ability to illustrate patterns of production, distribution, exchange and consumption through relevant case study examples and their own experiences as audiences.

Candidates may cover the use of convergent technology in one or more of the following areas in their responses to the question:

- Production practices which allow texts to be constructed for specific audiences
- Distribution and marketing strategies to raise audience awareness of specific products or types of products
- The use of new technology to facilitate more accurate targeting of specific audiences
- Audience strategies in facilitating or challenging institutional practices.

Candidates should be given credit for their knowledge and understanding, illustrated through case study material, in any of these areas; there is no requirement that they should all be covered equally. Examiners should also be prepared to allow points, examples and arguments that have not been considered if they are relevant and justified.

Explanation/analysis/argument - AO1 Specific
Use of examples - AO2 Specific
Use of terminology - AO1 Specific.

Level 1

Explanation/analysis/argument (0-7 marks)
- Shows minimal understanding of the task
- Minimal knowledge and understanding of institutional/audience practices - general opinions or assertions predominate
- Minimal argument evident, with little reference to case study material
- Of minimal relevance to set question or a brief response (under one and a half sides of answer booklet).

Use of examples (0-7 marks)
- Offers minimal use of case study material
- Offers a limited range of or inappropriate examples
- Offers examples of minimal relevance to set question.

<u>Use of terminology</u> (0-3 marks)
- Minimal or frequently inaccurate use of terminology.

Some simple ideas have been expressed. There will be some errors of spelling, punctuation and grammar which will be noticeable and intrusive. Writing may also lack legibility.

Level 2

<u>Explanation/analysis/argument</u> (8-11 marks)
- Shows basic understanding of the task
- Basic knowledge and understanding of institutional/audience practices - factual knowledge will have some accuracy
- Basic argument evident, with some reference to case study material
- Some relevance to set question.

<u>Use of examples</u> (8-11 marks)
- Offers some evidence from case study material
- Offers a partial range of examples from case study and/or own experience
- Offers examples of some relevance to the set question.

<u>Use of terminology</u> (4-5 marks)
- Some terminology used, although there may be some inaccuracies.

Some simple ideas have been expressed in an appropriate context. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.

Level 3

<u>Explanation/analysis/argument</u> (12-15 marks)
- Shows proficient understanding of the task
- Proficient knowledge and understanding of institutional/audience practices - factual knowledge is mostly accurate
- Some developed argument, supported by reference to case study material
- Mostly relevant to set question.

<u>Use of examples</u> (12-15 marks)
- Offers consistent evidence from case study material
- Offers a range of examples from case study and/or own experience
- Offers examples which are mostly relevant to the set question.

<u>Use of terminology</u> (6-7 marks)
- Use of terminology is mostly accurate.

Straightforward ideas have been expressed with some clarity and fluency. Arguments are generally relevant, though may stray from the point of the question. There will be some errors of spelling, punctuation and grammar, but these are unlikely to be intrusive or obscure meaning.

Level 4

Explanation/analysis/argument   (16-20 marks)
• Shows excellent understanding of the task
• Excellent knowledge and understanding of institutional/audience practices - factual knowledge is relevant and accurate
• A clear and developed argument, substantiated by detailed reference to case study material
• Clearly relevant to set question.

Use of examples   (16-20 marks)
• Offers frequent evidence from case study material - award marks to reflect the range and appropriateness of examples from case study and/or own experience
• Offers examples which are clearly relevant to the set question.

Use of terminology   (8-10 marks)
• Use of terminology is relevant and accurate.

Complex issues have been expressed clearly and fluently. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.

Grade Thresholds

Advanced GCE Media Studies H140 H540
June 2009 Examination Series

Unit Threshold Marks

Unit		Maximum Mark	A	B	C	D	E	U
G321	Raw	100	82	72	63	54	45	0
	UMS	100	80	70	60	50	40	0
G322	Raw	100	75	67	59	52	45	0
	UMS	100	80	70	60	50	40	0
G323	Raw	100	75	67	59	52	45	0
	UMS	100	80	70	60	50	40	0

Specification Aggregation Results

Overall threshold marks in UMS (ie after conversion of raw marks to uniform marks)

	Maximum Mark	A	B	C	D	E	U
H140	200	160	140	120	100	80	0

The cumulative percentage of candidates awarded each grade was as follows:

	A	B	C	D	E	U	Total Number of Candidates
H140	10.6	32.9	60.7	82.3	93.6	100	12234

For a description of how UMS marks are calculated see:
http://www.ocr.org.uk/learners/ums_results.html

Statistics are correct at the time of publication.