

A2 Media Studies Unit G325 Critical Perspectives in Media Exemplar Scripts Jan 2010 Principal Examiner Comments on Scripts

Cand A

		EAA	EG	TERM
1a	12	5	5	2
1b	12	5	5	2
6	39	16	15	8

Total 63

1a - a narrow range of examples are described and digital technology is privileged over creative outcomes. Research and planning in the broader sense is discussed in a limited manner.

1b – a description of the product in the main with limited theoretical analysis utilising the concept at stake. Level 2 criteria for EAA fit well here.

6 – A well handled and interesting case study for this topic, with a fluent discussion of representation, but lacking any comment on the future.

Cand B

		EAA	EG	TERM
1a	12	5	5	2
1b	7	3	2	2
6	14	4	7	3

Total 33

1a – only talks about outcomes of one project, some narrow discussion, basic use of terminology.

1b – very narrow range of examples described.

6 – lacks a contemporary focus and theory is largely misunderstood – level 1 criteria fit.

Cand C

		EAA	EG	TERM
1a	8	3	4	1
1b	6	3	1	2
2	21	10	8	3

Total 35

1a – lack of discussion of progress made, narrow range.

1b – basic description, limited clarity.

2 – lacking connections between regulatory issues discussed and theories of effects / audiences – wider social issues foregrounded in the spec but ignored here.

Cand D

		EAA	EG	TERM
1a	13	6	5	2
1b	7	3	3	1
8	32	14	11	7

Total 52

1a – convincing but restricted to discussion around using a blog and little else – narrow range.

1b – only half credited as two productions discussed, concept of representation handled only in basic style, but clear account.

8 – level 3: fluent and clear, lacks only some more specific theories around web 2.0 and 'long tail' – becomes repetitive and range limited ultimately.

Cand F

		EAA	EG	TERM
1a	6	2	2	2
1b	7	2	4	1
2	6	3	2	1

Total 19

Level 1/2 level descriptors apply across the paper.