

**Media Studies**

Advanced GCE

Unit **G325**: Critical Perspectives in Media

**Mark Scheme for June 2011**

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Mark schemes should be read in conjunction with the published question papers and the Report on the Examination.

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The maximum mark for this paper is 100.

Section A: Theoretical Evaluation of Production

- 1 (a) **Explain how far your understanding of the conventions of existing media influenced the way you created your own media products. Refer to a range of examples in your answer to show how this understanding developed over time. [25]**

Candidates will need to refer to their work for the Foundation Portfolio **and** Advanced Portfolio. Additionally, they *may* make reference to other media production work but this is **strictly** optional.

### **Level 1 (0-9 marks)**

The answer is descriptive and may offer limited clarity. There is little, if any, evaluation of progress. Examples are partly relevant and their significance in relation to existing media and outcomes is partly clear. The answer offers minimal use of relevant media 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 (10-15 marks)**

Candidates offer a mostly clear, partly relevant and narrow range of examples of research and planning and the importance of the examples in relation to existing media. The account of progress made is limited. Examples are described with some discussion of their significance in relation to decisions and outcomes. The answer makes basic use of relevant media terminology.

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 (16-20 marks)**

There is some sense of progression and of how examples have been selected, and some useful descriptions of media conventions. Progress made is described and evaluated with clarity. Candidates offer a mostly clear, mostly relevant and reasonable range of examples of media conventions in relation to decisions and outcomes. The answer makes proficient use of media terminology throughout, with research, planning and production terms handled very well.

Relatively 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 (21-25 marks)**

There is a clear sense of progression and of how examples have been selected, and a range of articulate reflections on media conventions. There is a fluent evaluation of progress made over time. Candidates offer a broad range of specific, relevant and clear examples of media conventions in relation to decisions and outcomes. The use of media terminology and research, planning and production terms is excellent.

Complex issues have been expressed clearly and fluently using a style of writing appropriate to the complex subject matter. 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.

**1 (b) Analyse one of your coursework productions in relation to the concept of audience. [25]**

**Candidates will need to choose one production from either Foundation Portfolio or Advanced Portfolio.**

Examiners are reminded that candidates are asked to relate a media production to a theoretical concept and they are at liberty to **either** apply the concept to their production **or** explain how the concept is *not* useful in relation to their production.

**Level 1 (0-9 marks)**

Candidates at this level attempt to relate the production to the basic concept of audience, with limited clarity. The account may be incomplete or be only partly convincing. Very few, if any, examples are offered from the chosen production. The answer offers minimal use of relevant basic conceptual terms.

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 (10-15 marks)**

Candidates offer a mainly descriptive, basic account of how their production can be understood in the basic theoretical context of audience. A narrow range of examples are described, of which some are relevant. The answer makes basic use of relevant conceptual terms.

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 (16-20 marks)**

Candidates demonstrate the ability to relate their own creative outcomes to some ideas about audience drawn from relevant media theory. Some relevant and convincing examples from the production are offered and these are handled proficiently. The answer makes proficient use of relevant conceptual language.

Relatively 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 (21-25 marks)**

Candidates demonstrate a clear understanding of audience and relevant media theory and can relate concepts articulately to the production outcome, describing specific elements in relation to theoretical ideas about how media texts are produced for and received by audiences in various ways. Candidates offer a broad range of specific, relevant, interesting and clear examples of how their product can be understood in relation to relevant theories of audience and reception. The use of conceptual language is excellent.

Complex issues have been expressed clearly and fluently using a style of writing appropriate to the complex subject matter. 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.

**Section A total – 50 marks.**

**Section B: Contemporary Media Issues**

Answer **one** question from Section B.

Whichever question you answer, you **must** refer to examples from at least **two** media areas in your answer and your answer should include reference to historical, contemporary and future media.

**Contemporary Media Regulation**

2 To what extent are contemporary media regulated adequately? [50]

3 Why is the regulation of media so complex? [50]

**Global Media**

4 What is the impact of global media on people's culture? [50]

5 'The media have enabled us to live in a global village.' Discuss. [50]

**Media and Collective Identity**

6 Discuss how one or more groups of people are represented through the media. [50]

7 Explain the role played by the media in the construction of collective identity. [50]

**Media in the Online Age**

8 "This is the age of the prosumer – where the consumer becomes the producer." Discuss. [50]

9 Discuss the extent to which the behaviour of media audiences has been transformed by the internet. [50]

**Postmodern Media**

10 How do postmodern media differ from other media? [50]

11 How far do you accept the idea of postmodern media? [50]

**'We Media' and Democracy**

12 Explain how some features of contemporary media are more democratic than others. [50]

13 As a citizen, to what extent do you feel that the media provide you with a democratic service? [50]

**Section B: Contemporary Media Issues****Content Guidance**

Examiners should expect a great deal of variety in texts, case studies, theories and debates selected for inclusion in their answers for each theme. For example, students writing about Media and Collective Identity might offer responses that range from representations of British people in film and television to a comparison of how the audience itself is constructed by 2 examples from two media from 2 media to a discussion of how Facebook brings together groups of people for the purpose of advertising. The same level of breadth and diversity is expected for all of the six themes.

The content guidance from the specification is reproduced here as a framework for examiners:

**Contemporary Media Regulation**

- What is the nature of contemporary media regulation compared with previous practices?
- What are the arguments for and against specific forms of contemporary media regulation?
- How effective are regulatory practices?
- What are the wider social issues relating to media regulation?

Candidates might explore combinations of:

Film censorship, the regulation of advertising, the Press and regulation/control, computer/video game classification, contemporary broadcasting and political control, the effects debate and alternative theories of audience, children and television, violence and the media or a range of other study contexts relating to the regulation of contemporary media.

**Global Media**

- What kinds of media are increasingly global in terms of production and distribution?
- How have global media developed, in historical terms, and how inclusive is this trend in reality?
- What kinds of audience behaviour and consumption are increasingly global?
- What are the arguments for and against global media, in relation to content, access, representation and identity?

Candidates might explore combinations of any two media in relation to the above prompts. Examples are film and debates around cultural imperialism, television and national versus imported broadcasting, national press in relation to global news provision, media marketing aimed at cross-national territories, examples of media that contradict theories of globalisation or a range of other examples of global media practices.

**Media and Collective Identity**

- How do the contemporary media represent nations, regions and ethnic/social/collective groups of people in different ways?
- How does contemporary representation compare to previous time periods?
- What are the social implications of different media representations of groups of people?
- To what extent is human identity increasingly 'mediated'?

Candidates might explore combinations of any media representation across two media, or two different representations across two media. Some examples are: National cinema, television representations, magazines and gender, representations of youth and youth culture, post-9/11 representations of Islam, absence/presence of people with disability in two media.

**Media in the Online Age**

- How have online media developed?
- What has been the impact of the internet on media production?
- How is consumer behaviour and audience response transformed by online media, in relation to the past?
- To what extent has convergence transformed the media?

Candidates might explore combinations of any two media, considering how each (or the two in converged forms) can be analysed from the above prompts. Examples might be music downloading and distribution, the film industry and the internet, online television, online gaming, online news provision, various forms of online media production by the public or a range of other online media forms.

**Postmodern Media**

- What are the different versions of postmodernism (historical period, style, theoretical approach)?
- What are the arguments for and against understanding some forms of media as postmodern?
- How do postmodern media texts challenge traditional text-reader relations and the concept of representation?
- In what ways do media audiences and industries operate differently in a postmodern world?

Candidates might explore combinations of:

How postmodern media relate to genre and narrative across two media, computer/video games and new forms of representation, postmodern cinema, interactive media, reality TV, music video, advertising, postmodern audience theories, aspects of globalisation, parody and pastiche in media texts or a range of other applications of postmodern media theory.

**'We Media' and Democracy**

- What are 'We Media'?
- Where/how has 'We Media' emerged?
- In what way are the contemporary media more democratic than before?
- In what ways are the contemporary media less democratic than before?

Candidates might explore combinations of any two media in relation to the above prompts.

Starting from Gillmoor's definition, all media that are 'homegrown', local, organic and potentially counter-cultural can be studied for this topic, as long as two media (eg web-logging and digital film uploading and sharing) are studied.



2-13: Generic mark scheme – applies to all questions from 2 to 13.

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

### Level 1

#### Explanation/analysis/argument (0-7 marks)

Candidates offer a response to the topic area, with a limited degree of clarity. Personal engagement with the topic is either absent or implicit and there may be inaccuracy or a lack of conviction in presenting the response. The answer may be incomplete and/or lack relevance.

#### Use of examples (0-7 marks)

A narrow range of examples related to texts, industries or audiences is offered. Inclusion of history and/or the future may be missing.

#### Use of terminology (0-3 marks)

Contemporary media theory is either absent or evident to a minimal degree.

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)

Candidates offer a response to the topic area with limited ability to adapt to the specific requirements of the chosen question. A partially coherent, basic argument is presented.

#### Use of examples (8-11 marks)

The answer offers some examples of theories, industry knowledge and/or texts and debates, with some basic evidence of an attempt to connect these elements. Inclusion of history and/or the future is limited.

#### Use of terminology (4-5 marks)

Some of the material presented is informed by contemporary media theory, articulated through a basic use of theoretical terms.

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)

Candidates adapt their learning to the specific requirements of the chosen question well, in the main. The answer offers a sensible, mostly clear balance of media theories and knowledge of industries and texts, with a proficient attempt at personally engaging with issues and debates.

#### Use of examples (12-15 marks)

Examples of theories, texts and industry knowledge are connected together in places, and a clear argument is proficiently developed in response to the question. History and the future are discussed with relevance.

#### Use of terminology (6-7 marks)

Material presented is mostly informed by contemporary media theory, articulated through use of appropriate theoretical terms.

Relatively 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)

Candidates adapt their learning to the specific requirements of the chosen question in excellent fashion and make connections in order to present a coherent argument. The answer offers a clear, fluent balance of media theories and knowledge of industries and texts and informed personal engagement with issues and debates.

Use of examples (16-20 marks)

Examples of theories, texts and industry knowledge are clearly connected together in the answer. History and the future are integrated into the discussion with conviction.

Use of terminology (8-10 marks)

Throughout the answer, material presented is informed by contemporary media theory and the command of the appropriate conceptual and theoretical language is excellent.

Complex issues have been expressed clearly and fluently using a style of writing appropriate to the complex subject matter. 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.

Note to examiners – the generic mark scheme above for questions 2-13 will be the same for every examination. The indicative content for each topic area provided in the Specimen Assessment material was produced to offer guidance for centres, and is **not** for use in marking scripts. Guidance for each topic will be provided at the standardisation meeting for each assessment session.

**Section B total – 50 marks.**

**Total – 100 marks.**

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