

Media Studies

Advanced Subsidiary GCE

Unit **G323**: Key Media Concepts (Radio Studies)

Mark Scheme for June 2012

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Any enquiries about publications should be addressed to:

OCR Publications
PO Box 5050
Annesley
NOTTINGHAM
NG15 0DL

Telephone: 0870 770 6622
Facsimile: 01223 552610
E-mail: publications@ocr.org.uk

Subject Specific Marking Instructions

Annotation	Meaning
✓	Required On every page a tick to indicate it has been marked. Cross through blank pages.
EAA eg EAA 20 EG eg EG 20 TERM eg TERM 10	Required (for G322/3/5) At the end of each answer before the final ringed mark an un-ringed total for each of the three areas of the mark scheme
eg 	Required At the end of each answer: The numerical mark awarded – <u>this must be ringed</u>
? Λ ✓ ✓ xx	Optional Marginal annotation (in the left hand margin) to identify specific features of an answer which may affect your final assessment of its quality: ? to indicate lack of clarity or confusion Λ to indicate omission (of information deemed necessary, of development of a point or an example which would attain more marks) ✓ ✓ to indicate particularly good points xx to indicate factual error or a lack of significance to answer/relevance to question

Annotation	Meaning								
<table border="1"> <thead> <tr> <th data-bbox="230 252 394 320">Question number</th> <th data-bbox="400 252 611 320">Mark</th> </tr> </thead> <tbody> <tr> <td data-bbox="230 325 394 357">1</td> <td data-bbox="400 325 611 357">20</td> </tr> <tr> <td data-bbox="230 362 394 394">2</td> <td data-bbox="400 362 611 394">13</td> </tr> <tr> <td data-bbox="230 399 394 430">Total</td> <td data-bbox="400 399 611 430">33</td> </tr> </tbody> </table>	Question number	Mark	1	20	2	13	Total	33	<p data-bbox="707 209 1435 240">Required in the grid on the front page of each script:</p> <p data-bbox="707 272 1211 304">Total marks awarded for each question</p> <p data-bbox="707 336 864 368">Overall total</p> <p data-bbox="707 400 1391 432">***Ensure total is transferred to MS2 accurately***</p>
Question number	Mark								
1	20								
2	13								
Total	33								
<table border="1"> <tbody> <tr> <td data-bbox="163 496 636 528">For examiner's use</td> </tr> <tr> <td data-bbox="163 533 636 564">Examiner's initials</td> </tr> <tr> <td data-bbox="163 569 636 601">JG</td> </tr> </tbody> </table>	For examiner's use	Examiner's initials	JG	<p data-bbox="707 469 1435 501">Required in the grid on the front page of each script:</p> <p data-bbox="707 505 1211 537">Your examiner initials clearly in top box</p>					
For examiner's use									
Examiner's initials									
JG									

Subject-specific Marking Instructions

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 audio 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).

Question	Answer	Marks	Guidance
1	<p>Level 4 <u>Explanation/analysis/argument</u> (16-20 marks)</p> <ul style="list-style-type: none"> • Shows excellent understanding of the task • Excellent understanding of the way that technical aspects are used to construct the extract's representations • Clearly relevant to set question <p><u>Use of examples</u> (16-20 marks)</p> <ul style="list-style-type: none"> • Offers frequent textual evidence 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 <p><u>Use of terminology</u> (8-10 marks)</p> <ul style="list-style-type: none"> • Use of terminology is relevant and accurate <p>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.</p> <p>Level 3 <u>Explanation/analysis/argument</u> (12-15 marks)</p> <ul style="list-style-type: none"> • 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 	50	<p>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:</p> <ul style="list-style-type: none"> • Explanation/analysis/argument (20 marks) AO1 Specific • Use of examples (20 marks) AO2 Specific • Use of terminology (10 marks) AO1 Specific <p>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.</p>

Question	Answer	Marks	Guidance
	<p><u>Use of examples</u> (12-15 marks)</p> <ul style="list-style-type: none"> • Offers consistent textual evidence from the extract • Offers a range of examples (at least three technical areas analysed) • Offers examples which are mostly relevant to the set question <p>Use of terminology (6-7 marks)</p> <ul style="list-style-type: none"> • Use of terminology is mostly accurate <p>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.</p> <p>Level 2</p> <p><u>Explanation/analysis/argument</u> (8-11 marks)</p> <ul style="list-style-type: none"> • 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 <p><u>Use of examples</u> (8-11 marks)</p> <ul style="list-style-type: none"> • Offers some textual evidence from the extract • Offers a partial range of examples (at least two technical areas analysed) • Offers examples with some relevance to the set question <p><u>Use of terminology</u> (4-5 marks)</p> <ul style="list-style-type: none"> • Some terminology used, although there may be some inaccuracies 		

Question	Answer	Marks	Guidance
	<p>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.</p> <p>Level 1 <u>Explanation/analysis/argument</u> (0-7 marks)</p> <ul style="list-style-type: none"> • 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 very brief response <p>Use of examples (0-7 marks)</p> <ul style="list-style-type: none"> • Offers minimal textual evidence from the extract • Offers examples of minimal relevance to the set question <p><u>Use of terminology</u> (0-3 marks)</p> <ul style="list-style-type: none"> • Minimal or frequently inaccurate use of appropriate terminology <p>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.</p>		

Question	Answer	Marks	Guidance
2	<p>Level 4 <u>Explanation/analysis/argument</u> (16-20 marks)</p> <ul style="list-style-type: none"> • 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 <p><u>Use of examples</u> (16-20 marks)</p> <ul style="list-style-type: none"> • Offers frequent evidence from case study material – award marks to reflect the range and appropriateness of examples • Offers a full range of detailed examples from case study and own experience • Offers examples which are clearly relevant to the set question <p><u>Use of terminology</u> (8-10 marks)</p> <ul style="list-style-type: none"> • Use of terminology is relevant and accurate <p>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.</p> <p>Level 3 <u>Explanation/analysis/argument</u> (12-15 marks)</p> <ul style="list-style-type: none"> • Shows proficient understanding of the task • Proficient knowledge and understanding of institutional/audience practices – factual knowledge is mostly accurate 	50	<p>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.</p> <ul style="list-style-type: none"> • Explanation/analysis/argument (20 marks) AO1 Specific • Use of examples (20 marks) AO2 Specific • Use of terminology (10 marks) AO1 Specific <p>Candidates may cover the following material in their responses to the question:</p> <ul style="list-style-type: none"> • The characteristics of cross media convergence and synergy • How successful is the marketing of products and services in the media area studies • The success and failures of marketing strategies used by media companies • How key promotional strategies sell a product/service to an audience • The significance of cross media and marketing in relation to the media area they have studied. <p>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.</p>

Question	Answer	Marks	Guidance
	<ul style="list-style-type: none"> • Some developed argument, supported by reference to case study material • Mostly relevant to set question <p><u>Use of examples</u> (12-15 marks)</p> <ul style="list-style-type: none"> • Offers consistent evidence from case study material • Offers a range of examples in some detail from case study and own experience • Offers examples which are mostly relevant to the set question <p><u>Use of terminology</u> (6-7 marks)</p> <ul style="list-style-type: none"> • Use of terminology is mostly accurate <p>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.</p> <p>Level 2</p> <p><u>Explanation/analysis/argument</u> (8-11 marks)</p> <ul style="list-style-type: none"> • 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 <p><u>Use of examples</u> (8-11 marks)</p> <ul style="list-style-type: none"> • Offers some evidence from case study material • Offers a partial range of examples from case study and own experience 		

Question	Answer	Marks	Guidance
	<ul style="list-style-type: none"> • Offers examples of some relevance to the set question <p><u>Use of terminology</u> (4-5 marks)</p> <ul style="list-style-type: none"> • Some terminology used, although there may be some inaccuracies <p>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.</p> <p>Level 1</p> <p><u>Explanation/analysis/argument</u> (0-7 marks)</p> <ul style="list-style-type: none"> • 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 very brief response <p><u>Use of examples</u> (0-7 marks)</p> <ul style="list-style-type: none"> • Offers minimal use of case study material • Offers a limited range of or inappropriate examples • Offers examples of minimal relevance to set question <p><u>Use of terminology</u> (0-3 marks)</p> <ul style="list-style-type: none"> • Minimal or frequently inaccurate use of appropriate terminology <p>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.</p>		

APPENDIX 1**Section A**

Candidates should be prepared to analyse and discuss the following: technical aspects of the language and conventions of the medium, in relation to the unheard audio extract, as appropriate to the genre and the extract specified, in order to discuss the sequence's representation of individuals, groups, events or places:

Speech

- Accent, tone of the voice, expression of personality, mode of address/direct address, voiceover, contribution to dialogue, use of dialogue, rhythm and cadence in speech/speed of the speech and use of silence.

Music

- Use of soundtrack, incidental music, theme tune, stings and jingles, ambient sound, contrapunctual sound, mood/stylisation.

Sound effects

- Diegetic and non-diegetic sound, sound mixing, sound motif, radio ident, use of sound effects as indexical signifiers.

Editing

- Pacing of show, sound levels, use of silence, continuity, post-production effects, transitions.

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.

Section B

Topic Headings – these are general issues, which may be raised by the question set.

Film

A study of a specific studio or production company within a contemporary film industry that targets a British audience (eg Hollywood, Bollywood, UK film), including its patterns of production, distribution, exhibition and consumption by audiences. This should be accompanied by study of contemporary film distribution practices (digital cinemas, DVD, HD-DVD, downloads, etc) and their impact upon production, marketing and consumption.

Music

A study of a particular record label within the contemporary music industry that targets a British audience, including its patterns of production, distribution, marketing and consumption by audiences. This should be accompanied by study of the strategies used by record labels to counter the practice of file sharing and their impact on music production, marketing and consumption.

Newspapers

A study of the contemporary newspaper market in the UK and the ways in which technology is helping to make newspapers more efficient and competitive despite dwindling audiences. This should be accompanied by study of a specific online version of a national/local newspaper and the issues that are raised for the production, distribution and consumption of news.

Radio

A study of a particular station or media group within the contemporary radio industry that targets a British audience, examining its various production, distribution and exhibition practices, as well as audience consumption. This should be accompanied by study of the impact of DAB and internet broadcasting on radio production practices, marketing and (British) audience consumption.

Magazines

A study of a successful magazine within the contemporary British magazine market, including its patterns of production, distribution, marketing and consumption by audiences. This should be accompanied by study of the use of online magazine editions and the issues that they raise for the production, marketing and consumption of a magazine brand.

Video games

A study of the production, distribution and marketing of a specific game within one or across various gaming platforms, along with its reception by a variety of (British) audiences. This should be accompanied by study of the impact of next generation capabilities (HD, Blu-Ray, online services etc) on the production, distribution, marketing and consumption of games.

The above list is not intended to be exhaustive. It is acknowledged that most media industries are characterised by cross-media strategies, production and promotion; candidates will be expected to focus on a particular medium but should make reference to related media where relevant.

OCR (Oxford Cambridge and RSA Examinations)
1 Hills Road
Cambridge
CB1 2EU

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