



# General Certificate of Education

## Media Studies

*MED2*

## Mark Scheme

*January examination – 2006 series*

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.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

## Textual Topics in Contemporary Media (MED2)

- This unit is textually-centred and topic based. Candidates are required to demonstrate their knowledge and understanding of the topics via the use of contemporary texts.
- The application of the conceptual framework is the skill that should underpin all discussion of texts and topics. This may be explicit or implicit.
- Information and exemplification should be subordinate to the ‘argument’ (the demands of the question) and should not submerge it.
- Textual reference may be narrow or wide-ranging depending on the demands of the question.
- Personal evaluation, where relevant, may range from a simple statement of opinion to a supported engagement with theory, research, ideas or information.

The Textual Topic Content (Section 11.3 in the specification) should be read alongside this mark scheme.

This unit assesses objectives AO1 (from specification page 12) and AO3i (from specification page 13).

Weightings of Assessment Objectives	
A01	10%
A03i	5%
Total	15%

### Note on Contemporary Texts

With the exception of Documentary, candidates should focus on ‘contemporary’ texts, i.e. produced within the five years preceding the examination. Answers based on older texts cannot reach the higher levels of the mark scheme (levels 5 and 6). However, examiners should reward knowledge and application of the key concepts and the application and evaluation of relevant ideas, theories, debates or information. For Documentary, candidates may be required to consider pre-1990 texts as well.

### Quality of Written Communication

Examiners should reward responses which are well organised, clearly expressed and use appropriate terminology.

**Unit 2: Textual Topics in Contemporary Media: Question 1 (a)**

**(30 marks)**

**Referring to a range of texts, explore some of the differences between film and broadcast fiction narrative techniques.**

**Level 6 (26-30 marks)**

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen film and broadcast fiction texts, provides relevant exemplification and demonstrates a clear understanding of how film and broadcast fiction narratives are different. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and a competent use of appropriate terminology.

**Level 5 (21-25 marks)**

The answer shows a focused discussion using the conceptual framework and a sound knowledge of the chosen film and broadcast fiction texts, provides relevant exemplification and demonstrates satisfactory understanding of how film and broadcast fiction narratives are different. It shows an engaged personal response, sound understanding of relevant ideas, theories, debates or information and an adequate use of appropriate terminology.

**Level 4 (16-20 marks)**

The answer shows a basic ability to present ideas within the conceptual framework and a solid knowledge of the chosen film and broadcast fiction texts, provides relevant exemplification and demonstrates adequate understanding of how film and broadcast fiction narratives are different. It shows a sound personal response, satisfactory understanding of relevant ideas, theories, debates or information and a basic use of terminology.

**Level 3 (11-15 marks)**

The ideas are expressed clearly, although the conceptual framework may be limited, and the answer shows a basic knowledge of the chosen film and broadcast fiction texts, provides some relevant exemplification and makes limited reference to how film and broadcast fiction narratives are different. It shows a simple personal response, limited understanding of some relevant ideas, theories, debates or information and a very basic use of terminology.

**Level 2 (6-10 marks)**

The ideas are presented in a mainly descriptive way and the answer shows a rudimentary knowledge of the chosen film and broadcast fiction texts, possibly lacking relevant exemplification or making little reference to how film and broadcast fiction narratives are different. It shows a superficial response with a rudimentary understanding of some relevant ideas, theories, debates or information.

**Level 1 (0-5 marks)**

There may be one or two isolated points of some relevance such as showing any knowledge or application of Key Concepts, making an attempt to answer the question or providing exemplification. The answer shows next to no awareness of any ideas, theories, debates or information.

**Unit 2: Textual Topics in Contemporary Media: Question 1 (b)**

**(30 marks)**

**Account for the appeal to audiences of one or more contemporary film OR broadcast fiction text(s) that is fresh and original, rather than tired and formulaic.**

**Level 6 (26-30 marks)**

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the appeal of the chosen text(s), provides relevant exemplification and demonstrates a clear understanding of how audiences respond to originality and/or conventionality. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and a competent use of appropriate terminology.

**Level 5 (21-25 marks)**

The answer shows a focused discussion using the conceptual framework and a sound knowledge of the appeal of the chosen text(s), provides relevant exemplification and demonstrates satisfactory understanding of how audiences respond to originality and/or conventionality. It shows an engaged personal response, sound understanding of relevant ideas, theories, debates or information and an adequate use of appropriate terminology.

**Level 4 (16-20 marks)**

The answer shows a basic ability to present ideas within the conceptual framework and a solid knowledge of the appeal of the chosen text(s), provides relevant exemplification and demonstrates adequate understanding of how audiences respond to originality and/or conventionality. It shows a sound personal response, satisfactory understanding of relevant ideas, theories, debates or information and a basic use of appropriate terminology.

**Level 3 (11-15 marks)**

The ideas are expressed clearly, although the conceptual framework may be limited, and the answer shows a basic knowledge of the appeal of the chosen text(s), provides some relevant exemplification and makes limited reference to how audiences respond to originality and/or conventionality. It shows a simple personal response, limited understanding of some relevant ideas, theories, debates or information and a very basic use of terminology.

**Level 2 (6-10 marks)**

The ideas are presented in a mainly descriptive way and the answer shows a rudimentary knowledge of the appeal of the chosen text(s), possibly lacking relevant exemplification or making little reference to how audiences respond to originality and/or conventionality. It shows a superficial response, with a rudimentary understanding of some relevant ideas, theories, debates or information.

**Level 1 (0-5 marks)**

There may be one or two isolated points of some relevance such as showing any knowledge or application of Key Concepts, making an attempt to answer the question or providing exemplification. The answer shows next to no awareness of any ideas, theories, debates or information.

**Unit 2: Textual Topics in Contemporary Media: Question 2 (a)**

**(30 marks)**

**“An inescapable part of the modern documentary is the pleasure in seeing people exposed to danger or embarrassment.”**

**Discuss the appeal of such documentaries, supporting your answer with detailed textual references.**

**Level 6 (26-30 marks)**

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of debates about modern documentaries, provides relevant exemplification and demonstrates a clear understanding of how modern documentaries appeal. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and a competent use of appropriate terminology.

**Level 5 (21-25 marks)**

The answer shows a focused discussion using the conceptual framework and a sound knowledge of debates about modern documentaries, provides relevant exemplification and demonstrates satisfactory understanding of how modern documentaries appeal. It shows an engaged personal response, sound understanding of relevant ideas, theories, debates or information and adequate use of appropriate terminology.

**Level 4 (16-20 marks)**

The answer shows a basic ability to present ideas within the conceptual framework, and a solid knowledge of debates about modern documentaries, provides relevant exemplification and demonstrates adequate understanding of how modern documentaries appeal. It shows a sound personal response, satisfactory understanding of relevant ideas, theories, debates or information and a basic use of terminology.

**Level 3 (11-15 marks)**

The ideas are expressed clearly, although the conceptual framework may be limited, and the answer shows a basic knowledge of debates about modern documentaries, provides some relevant exemplification and makes limited reference to how modern documentaries appeal. It shows a simple personal response, limited understanding of some relevant ideas, theories, debates or information and a very basic use of terminology.

**Level 2 (6-10 marks)**

The ideas are presented in a mainly descriptive way and the answer shows a rudimentary knowledge of debates about modern documentaries, possibly lacking relevant exemplification or making little reference to how modern documentaries appeal. It shows a superficial response, with a rudimentary understanding of some relevant ideas, theories, debates or information.

**Level 1 (0-5 marks)**

There may be one or two isolated points of some relevance such as showing any knowledge or application of Key Concepts, making an attempt to answer the question, or providing exemplification. The answer shows next to no awareness of any ideas, theories, debates or information.

**Unit 2: Textual Topics in Contemporary Media: Question 2 (b)**

**(30 marks)**

**How and why have documentary makers intervened with the ‘reality’ of their subject matter?**

**Illustrate your answer with examples of the techniques used to mediate ‘reality’.**

**Level 6 (26-30 marks)**

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of chosen techniques, provides relevant exemplification and demonstrates a clear understanding of how and why documentary makers intervene with their subject matter. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and a competent use of appropriate terminology.

**Level 5 (21-25 marks)**

The answer shows a focused discussion using the conceptual framework and a sound knowledge of the chosen techniques, provides relevant exemplification and demonstrates satisfactory understanding of how and why documentary makers intervene with their subject matter. It shows an engaged and personal response, sound understanding of relevant ideas, theories, debates or information and an adequate use of terminology.

**Level 4 (16-20 marks)**

The answer shows a basic ability to present ideas within the conceptual framework and a solid knowledge of the chosen techniques, provides relevant exemplification and demonstrates adequate understanding of how and why documentary makers intervene with their subject matter. It shows a sound personal response, satisfactory understanding of relevant ideas, theories, debates or information and a basic use of terminology.

**Level 3 (11-15 marks)**

The ideas are expressed clearly, although the conceptual framework may be limited, and the answer shows a basic knowledge of the chosen techniques, provides some relevant exemplification and makes limited reference to how and why documentary makers intervene with their subject matter. It shows a simple personal response, limited understanding of some relevant ideas, theories, debates or information and a very basic use of terminology.

**Level 2 (6-10 marks)**

The ideas are presented in a mainly descriptive way and the answer shows a rudimentary knowledge of the chosen techniques, often lacking relevant exemplification or making little reference to how and why documentary makers intervene with their subject matter. It shows a superficial response, with a rudimentary understanding of some relevant ideas, theories, debates or information.

**Level 1 (0-5 marks)**

There may be one or two isolated points of some relevance such as showing any knowledge or application of Key Concepts, making an attempt to answer the question, or providing exemplification. The answer shows next to no awareness of any ideas, theories, debates or information.

**Unit 2: Textual Topics in Contemporary Media: Question 3 (a)**

**(30 marks)**

**“When buying a product consumers seek to buy into the lifestyles presented in advertisements.”**

**Discuss this view with detailed reference to a campaign of your choice.**

**Level 6 (26-30 marks)**

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen campaign, provides relevant exemplification and demonstrates a clear understanding of how audiences respond to/interpret advertisements. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and a competent use of appropriate terminology.

**Level 5 (21-25 marks)**

The answer shows a focused discussion using the conceptual framework and a sound knowledge of the chosen campaign, provides relevant exemplification and demonstrates satisfactory understanding of how audiences respond to/interpret advertisements. It shows an engaged personal response, sound understanding of relevant ideas, theories, debates or information and an adequate use of terminology.

**Level 4 (16-20 marks)**

The answer shows a basic ability to present ideas within the conceptual framework and a solid knowledge of the chosen campaign, provides relevant exemplification and demonstrates adequate understanding of how audiences respond to/interpret advertisements. It shows a sound personal response, satisfactory understanding of relevant ideas, theories, debates or information and a basic use of terminology.

**Level 3 (11-15 marks)**

The ideas are expressed clearly, although the conceptual framework may be limited, and the answer shows a basic knowledge of the chosen campaign, provides some relevant exemplification and makes limited reference to how audiences respond to/interpret advertisements. It shows a simple personal response, limited understanding of some relevant ideas, theories, debates or information and a very basic use of terminology.

**Level 2 (6-10 marks)**

The ideas are presented in a mainly descriptive way and the answer shows a rudimentary knowledge of the chosen campaign, possibly lacking relevant exemplification or making little reference to how audiences respond to/interpret advertisements. It shows a superficial response with a rudimentary understanding of some relevant ideas, theories, debates or information.

**Level 1 (0-5 marks)**

There may be one or two isolated points of some relevance such as showing any knowledge or application of Key Concepts, making an attempt to answer the question, or providing exemplification. The answer shows next to no awareness of any ideas, theories, debates or information.

**Unit 2: Textual Topics in Contemporary Media: Question 3 (b)**

**(30 marks)**

**Outline a recent advertising or marketing campaign that has gained media coverage, discussing in detail the strategies used and the advantages and disadvantages of publicity attracted in this manner.**

**Level 6 (26-30 marks)**

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen campaign, provides relevant exemplification and demonstrates a clear understanding of how and why marketers obtain media coverage. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and a competent use of appropriate terminology.

**Level 5 (21-25 marks)**

The answer shows a focused discussion using the conceptual framework and a sound knowledge of the chosen campaign, provides relevant exemplification and demonstrates satisfactory understanding of how and why marketers obtain media coverage. It shows an engaged personal response, sound understanding of relevant ideas, theories, debates or information and adequate use of terminology.

**Level 4 (16-20 marks)**

The answer shows a basic ability to present ideas within the conceptual framework and a solid knowledge of the chosen campaign, provides relevant exemplification and demonstrates adequate understanding of how and why marketers obtain media coverage. It shows a sound personal response, satisfactory understanding of relevant ideas, theories, debates or information and a basic use of terminology.

**Level 3 (11-15 marks)**

The ideas are expressed clearly, although the conceptual framework may be limited, and the answer shows a basic knowledge of the chosen campaign, provides some relevant exemplification and makes limited reference to how and why marketers obtain media coverage. It shows a simple personal response, limited understanding of some relevant ideas, theories, debates or information and a very basic use of terminology.

**Level 2 (6-10 marks)**

The ideas are presented in a mainly descriptive way and the answer shows a rudimentary knowledge of the chosen campaign, possibly lacking relevant exemplification or making little reference to how and why marketers obtain media coverage. It shows a superficial response, with a rudimentary understanding of some relevant ideas, theories, debates or information.

**Level 1 (0-5 marks)**

There may be one or two isolated points of some relevance such as showing any knowledge or application of Key Concepts, making an attempt to answer the question, or providing exemplification. The answer shows next to no awareness of any ideas, theories, debates or information.



**Unit 2: Textual Topics in Contemporary Media: Question 4 (a)**

**(30 marks)**

**Discuss the strategies used by British newspapers to maintain and increase their readership.**

**Support your answer with detailed examples.**

**Level 6 (26-30 marks)**

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen strategies, provides relevant exemplification and demonstrates a clear understanding of how strategies may work with readers. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and a competent use of appropriate terminology.

**Level 5 (21-25 marks)**

The answer shows a focused discussion using the conceptual framework and a sound knowledge of the chosen strategies, provides relevant exemplification and demonstrates satisfactory understanding of how strategies may work with readers. It shows an engaged personal response, a sound understanding of relevant ideas, theories, debates or information and an adequate use of terminology.

**Level 4 (16-20 marks)**

The answer shows a basic ability to present ideas within the conceptual framework and a solid knowledge of the chosen strategies, provides relevant exemplification and demonstrates adequate understanding of how strategies may work with readers. It shows a sound personal response, satisfactory understanding of relevant ideas, theories, debates or information and a basic use of terminology.

**Level 3 (11-15 marks)**

The ideas are expressed clearly, although the conceptual framework may be limited, and the answer shows a basic knowledge of the chosen strategies, provides some relevant exemplification and makes limited reference to how strategies may work with readers. It shows a simple personal response, limited understanding of some relevant ideas, theories, debates or information and a very basic use of terminology.

**Level 2 (6-10 marks)**

The ideas are presented in a mainly descriptive way and the answer shows a rudimentary knowledge of the chosen strategies, possibly lacking relevant exemplification or making little reference to how strategies may work with readers. It is a superficial response showing a rudimentary understanding of some relevant ideas, theories, debates or information.

**Level 1 (0-5 marks)**

There may be one or two isolated points of some relevance such as showing any knowledge or application of Key Concepts, making an attempt to answer the question, or providing exemplification. The answer shows next to no awareness of any ideas, theories, debates or information.

**Unit 2: Textual Topics in Contemporary Media: Question 4 (b)**

**(30 marks)**

**“The job of a newspaper has changed. It’s important people get news but it’s also important that they have fun, that they can open a newspaper and it makes them smile.” (The editor of the *Daily Star* quoted in *The Media Guardian*, December 22<sup>nd</sup> 2003.)**

**How far do you agree with this statement about how British newspapers serve their readers in the 21<sup>st</sup> century? Give detailed examples to support your views.**

**Level 6 (26-30 marks)**

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen texts and their functions, provides relevant exemplification and demonstrates a clear understanding of how 21<sup>st</sup> century newspapers serve their readers. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and a competent use of appropriate terminology.

**Level 5 (21-25 marks)**

The answer shows a focused discussion using the conceptual framework and a sound knowledge of the chosen texts and their functions, provides relevant exemplification and demonstrates satisfactory understanding of how 21<sup>st</sup> century newspapers serve their readers. It shows an engaged personal response, sound understanding of relevant ideas, theories, debates or information and an adequate use of terminology.

**Level 4 (16-20 marks)**

The answer shows a basic ability to present ideas within the conceptual framework and a solid knowledge of the chosen texts and their functions, provides relevant exemplification and demonstrates adequate understanding of how 21<sup>st</sup> century newspapers serve their readers. It shows a sound personal response, satisfactory understanding of relevant ideas, theories, debates or information and a basic use of terminology.

**Level 3 (11-15 marks)**

The ideas are expressed clearly, although the conceptual framework may be limited, and the answer shows a basic knowledge of the chosen texts and their functions, provides some relevant exemplification and makes limited reference to how 21<sup>st</sup> century newspapers serve their readers. It shows a simple personal response, limited understanding of some relevant ideas, theories, debates or information and a very basic use of terminology.

**Level 2 (6-10 marks)**

The ideas are presented in a mainly descriptive way and the answer shows a rudimentary knowledge of the chosen texts and their functions, possibly lacking relevant exemplification or making little reference to how 21<sup>st</sup> century newspapers serve their readers. It is a superficial response showing a rudimentary understanding of some relevant ideas, theories, debates or information.

**Level 1 (0-5 marks)**

There may be one or two isolated points of some relevance such as showing any knowledge or application of Key Concepts, making an attempt to answer the question, or providing exemplification. The answer shows next to no awareness of any ideas, theories, debates or information.