



ASSESSMENT and
QUALIFICATIONS
ALLIANCE

AS MEDIA STUDIES
UNIT 1 – READING THE MEDIA

MED1

JANUARY 2008

MARK SCHEME

POST-STANDARDISATION

GCE AS MEDIA STUDIES

UNIT ONE: READING THE MEDIA (MED1)

MARK SCHEME – JANUARY 2008

This paper asks candidates to employ their knowledge and application of the Key Concepts – most particularly Media Language, Representation and Media Audiences – when analysing a media text. It also suggests that reference could be made to the remaining Key Concepts – Values and Ideology and Media Institutions – whilst also anticipating that an element of evaluation should take place, in terms of the appropriateness, success and effectiveness of the extract.

There is a great deal for candidates to do in the one and a quarter hours of the examination and it is highly unlikely for a candidate to manage every possible aspect of the analysis and evaluation suggested by the list of Key Concepts. Examiners should be aware of this when marking papers and **reward** candidates for what they **have** achieved, **not** penalise candidates for what they may have omitted.

It is also important to allow the candidates as much critical autonomy as possible. The point of this examination is to give candidates a springboard for the analysis and evaluation of a media text. It is also to be hoped that some candidates will have the confidence, and the understanding of the media text being examined, to perhaps explore areas that are both **unpredictable and unexpected**. The areas below represent a general guide to the areas suggested in the list of sub-topics, and as such cannot hope to be definitive.

Quality of Written Communication

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

****Please note that the notion of a ‘balanced’ response to the text – utilising all the Key Concepts – has been replaced. Whilst some candidates will tackle all Key Concepts, the likelihood of this happening in a ‘balanced’ fashion in what amounts to 60 minutes writing is unlikely. It is far more likely that candidates will tackle aspects of the text which seem most appropriate and in some cases this may well mean that other Key Concepts seem less well handled.

Simply to stress that we are marking positively – *candidates should be rewarded for what they have achieved, **not** penalised for what they may not have covered.*

Examiners should not mark any of the notes made by candidates for this examination.

Text: Advertisement for *Hitman: Blood Money* PlayStation 2 game, published in PC GAMER magazine, issue no. 163, July 2006 by Future Publishing Ltd, Bath.

GENERAL ASSESSMENT CRITERIA

Level 6 51 – 60 marks

A confident and well-structured response demonstrating a sophisticated grasp of the Key Concepts. Responses are detailed and use material from the text to support and exemplify the points made with clear evidence of critical autonomy. Confident use of relevant theories where appropriate.

Level 5 41- 50 marks

A proficient response demonstrating a secure understanding of the relevant Key Concepts. Responses are engaged, thorough and use material from the text to support and exemplify the points made with some evidence of critical autonomy. Relevant use of theories where appropriate.

Level 4 31 – 40 marks

A sound response demonstrating understanding of the Key Concepts. Responses are appropriate and use some material from the text to support and exemplify the points made with an attempt at critical autonomy. Some reference to relevant theories where appropriate.

Level 3 21 – 30 marks

An adequate response demonstrating basic understanding of the Key Concepts. Responses use material from the text to support points made.

Level 2 11 – 20 marks

A rudimentary response with some reference to Key Concepts. Elements of the text are referred to.

Level 1 0 – 10 marks

A superficial response with some isolated points of merit.

MARK NOTATION

Examiners are reminded that it is essential to notate whilst marking. It is NOT enough simply to tick every page of writing. Candidates can now ask to see their papers and they have the right to see how and why the mark they were given was arrived at. It is also important to make a supporting statement at the end of the essay. It is useful to base that statement on phrases or whole sentences from the Level Descriptors. Such comments should explain the level that the candidate's response has been placed in.

There follows a list of notations you are encouraged to use. These should be written in the margin alongside the relevant point to which they refer:

L	Media Language
R	Representation
A	Audience
V/I	Values and Ideology
Inst	Media Institution
G	Genre
N	Narrative
Th	Media Theory
L/S	Lifestyle
Celeb	Celebrity
C/A	Critical Autonomy
✓	Good Point
✓✓	Very Good Point
?	Query or Questionable Point
rept	Repetition
desc	Description

Summative comments must be made at the end of each answer. They must demonstrate that the mark scheme has been applied and clearly indicate the reasons for the mark allocated. An example will be presented at the standardisation meeting of a 'Model Marked Script'.

POINTS TO REMEMBER

- Please mark positively at all time – take a “best fit” approach.
- Use the entire spread of marks.
- Reward use of appropriate media terminology (**not** language expression). See reference to quality of written communication on page 2.
- Reward unusual responses when supported by specific reference to the text or consult your senior examiner.
- Notes must not be marked.