



General Certificate of Education

Media Studies 5571

**MED2R Textual Topics in Contemporary
Media**

Mark Scheme

2008 examination - June 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.

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AS MEDIA STUDIES
UNIT 2: TEXTUAL TOPICS IN CONTEMPORARY MEDIA (MED2R)**MARK SCHEME (JUNE 2008)**

- 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, ie 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.

MARKING NOTATION

Examiners are reminded that it is essential to notate while marking. It is not enough 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 their work was given was arrived at. 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. 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 left hand margin alongside the relevant point to which they refer:

✓	Point made
✓✓	Good point made
Eg	Example/Illustration
Eg✓	Good Example/Illustration
Ex	Explanation/Exploration/Expansion/Evaluation
T	Terminology used
Th	Theories/Ideas/Debates/Information
KC	Key Concept
F	Focus on question
Eg?	Needs illustration
Ex?	Needs explanation/exploration/expansion/evaluation
Rept	Repetition
I	Irrelevant
?	Confused/ambiguous
CT	Contemporary text
NCT	Non-contemporary text

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 times – 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 text(s).

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

(30 marks)

Why are films that feature spectacular settings, extraordinary characters or technologies such as computer generated images (CGI) so popular with audiences?

Support your views by considering the attractions of one or more recent films.

Level 6 (26-30 marks)

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen text(s), provides relevant contemporary exemplification and demonstrates a clear understanding of how and why specific features of film attract audiences. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and 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 text(s), provides relevant contemporary exemplification and demonstrates satisfactory understanding of how and why specific features of film attract audiences. 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 text(s), provides relevant exemplification, at least some of which must be contemporary, and demonstrates adequate understanding of how and why specific features of film attract audiences. 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 text(s), provides some relevant exemplification and makes limited reference to how and/or why specific features of film attract audiences. It shows a simple personal response, some 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 text(s), possibly lacking relevant exemplification or making little reference to how and/or why specific features of film attract audiences. 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.

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

(30 marks)

How and why are the narratives of either two film or two broadcast fiction texts similar and/or different?

Level 6 (26-30 marks)

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen narratives, provides relevant contemporary exemplification and demonstrates a clear understanding of how and why they are similar and/or 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 chosen narratives, provides relevant contemporary exemplification and demonstrates satisfactory understanding of how and why they are similar and/or 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 chosen narratives, provides relevant exemplification, at least some of which must be contemporary, and demonstrates adequate understanding of how and why they are similar and/or different. 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 chosen narratives, provides some relevant exemplification and makes limited reference to how and/or why they are similar and/or different. It shows a simple personal response, some 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 chosen narratives, possibly lacking relevant exemplification or making little reference to how and/or why they are similar and/or 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.

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

(30 marks)

Discuss in detail how and why a documentary of your choice attempts to influence views and attitudes.

Level 6 (26-30 marks)

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen documentary, provides relevant exemplification and demonstrates a clear understanding of how and why the documentary attempts to influence views and attitudes. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and 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 documentary, provides relevant exemplification and demonstrates satisfactory understanding of how and why the documentary attempts to influence views and attitudes. 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 the chosen documentary, provides relevant exemplification and demonstrates adequate understanding of how and why the documentary attempts to influence views and attitudes. 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 documentary, provides some relevant exemplification and makes limited reference to how and/or why the documentary attempts to influence views and attitudes. It shows a simple personal response, some 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 documentary, possibly lacking relevant exemplification or making little reference to how and/or why the documentary attempts to influence views and attitudes. 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.

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

(30 marks)

Outline some of the techniques and technologies used by documentary makers to communicate with audiences.

Support your answer with textual examples from at least two documentaries.

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, provides relevant exemplification of techniques and/or technologies and demonstrates a clear understanding of how documentaries communicate with audiences. 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, provides relevant exemplification of techniques and/or technologies and demonstrates satisfactory understanding of how documentaries communicate with audiences. 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 texts, provides relevant exemplification of techniques and/or technologies and demonstrates adequate understanding of how documentaries communicate with audiences. 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, provides some relevant exemplification of techniques and/or technologies and makes limited reference to how documentaries communicate with audiences. It shows a simple personal response, some 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, often lacking relevant exemplification of techniques and/or technologies or making little reference to how documentaries communicate with audiences. 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.

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

(30 marks)

‘Advertisements are designed to appeal to consumers’ desires and aspirations.’

Discuss this statement with reference to a recent campaign.

Level 6 (26-30 marks)

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the campaign, provides relevant contemporary textual exemplification and demonstrates clear understanding of how advertisements are designed to appeal to consumers’ desires and aspirations. 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 campaign, provides relevant contemporary textual exemplification and demonstrates satisfactory understanding of how advertisements are designed to appeal to consumers’ desires and aspirations. 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 campaign, provides relevant textual exemplification, at least some of which must be contemporary, and demonstrates adequate understanding of how advertisements are designed to appeal to consumers’ desires and aspirations. 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 campaign, provides some relevant exemplification and makes limited reference to how advertisements are designed to appeal to consumers’ desires and aspirations. It shows a simple personal response, some 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 campaign, possibly lacking relevant exemplification or making little reference to how advertisements are designed to appeal to consumers’ desires and aspirations. 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.

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

(30 marks)

How do advertisers and marketers respond to the challenge of reaching audiences resistant to direct advertising?

Support your answer with examples of tactics used.

Level 6 (26-30 marks)

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen tactics, provides relevant contemporary exemplification and demonstrates clear understanding of how the tactics are used to reach audiences resistant to direct advertising. It shows a critical understanding of relevant ideas, theories, debates or information, confident evaluation and personal response and 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 tactics, provides relevant contemporary exemplification and demonstrates satisfactory understanding of how the tactics are used to reach audiences resistant to direct advertising. 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 tactics provides relevant exemplification, at least some of which must be contemporary, and demonstrates adequate understanding of how the tactics are used to reach audiences resistant to direct advertising. 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 tactics, provides some relevant exemplification and makes limited reference to the advantages of how the tactics are used to reach audiences resistant to direct advertising. It shows a simple personal response, some 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 tactics, possibly lacking relevant exemplification or making little reference to how the tactics are used to reach audiences resistant to direct advertising. 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.

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

(30 marks)

How far do you agree that British newspapers influence the attitudes of their readers towards people, events or politics?

Use specific stories to illustrate your answer.

Level 6 (26-30 marks)

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of the chosen stories, provides relevant contemporary exemplification and demonstrates clear understanding of how newspapers may influence attitudes of 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 stories, provides relevant contemporary exemplification and demonstrates satisfactory understanding of how newspapers may influence attitudes of their 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 stories, provides relevant exemplification, at least some of which must be contemporary, and demonstrates adequate understanding of how newspapers may influence attitudes of 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 stories, provides some relevant exemplification (which may not be balanced) and makes limited reference to how newspapers may influence attitudes of their readers. It shows a simple personal response, some 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 stories, possibly lacking relevant exemplification or making little reference to how newspapers may influence attitudes of 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.

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

(30 marks)

How fair is it to criticise sections of the British press for using methods such as subterfuge or invasion of privacy?

Provide specific examples in your answer.

Level 6 (26-30 marks)

The answer shows a confident conceptual exploration with a well developed discussion and a thorough knowledge of journalistic methods, provides relevant contemporary exemplification and demonstrates a clear understanding of criticisms of the British press. 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 journalistic methods, provides relevant contemporary exemplification and demonstrates satisfactory understanding of criticisms of the British press. 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 journalistic methods, provides relevant exemplification, at least some of which must be contemporary, and demonstrates adequate understanding of criticisms of the British press. 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 journalistic methods, provides some relevant exemplification and makes limited reference to criticisms of the British press. It shows a simple personal response, some 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 journalistic methods, possibly lacking relevant exemplification or making little reference to criticisms of the British press. 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.