

A-LEVEL MEDIA STUDIES

Unit 3 – Critical Perspectives
Mark scheme

2570
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Version 1.0 Final

Mark schemes are prepared by the Lead Assessment Writer and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation events which all associates participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the students' responses to questions and that every associate understands and applies it in the same correct way. As preparation for standardisation each associate analyses a number of students' scripts: alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, associates encounter unusual answers which have not been raised they are required to refer these to the Lead Assessment Writer.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of students' 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.

Further copies of this Mark Scheme are available from aqa.org.uk

Critical Perspectives (MEST3)

80 raw marks - 32 marks for Section A (AO1) and 48 marks for Section B (AO2)

Weighting: AO1 40%, AO2 60%

Section A

Total 32 marks

This section assesses the following assessment objective:

AO1 Demonstrate knowledge and understanding of media concepts, contexts and critical debates

These short answer questions are designed to encourage candidates to demonstrate knowledge and understanding of media concepts and the production contexts within which texts are produced (AO1).

Section B

Total 48 marks

This section assesses the following assessment objective:

AO2 Apply knowledge and understanding when analysing media productions and processes to show how meanings and responses are created

Each question should be marked using the appropriate marking criteria.

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.

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

✓	Good point made
✓✓	Very good point made
L	Media Language
R	Representation
A	Audience
Inst	Media Institution
G	Genre
N	Narrative
V/I	Values and Ideology
Th	Theory
MD	Media issue/debate
WC	Wider contexts
ICS	Independent case study
R	Representation
NDM	New and digital media
CA	Critical autonomy
Eg	Example
T	Terminology
F	Focus on question
Rept	Repetition
?	Questionable Point
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. It is useful to take these comments from the level descriptors. An example will be presented at the standardisation meeting of a 'Model Marked Script'.

POINTS TO REMEMBER

- Please mark positively.
- Use the entire spread of marks and take a “best fit” approach.
- Reward use of appropriate media terminology (not language expression).
- Reward unusual responses when supported by specific reference to text(s), or consult your senior examiner
- Notes must not be marked

SECTION A

Question 1

How are media language techniques used to make the two media products appear believable and authoritative? (8 marks)

Assessment of:

- Analysis
- Concepts
- References to products

Level 4 (7-8 marks)

A sophisticated analysis, showing very good critical autonomy.
Sophisticated understanding of media concepts, in particular media language within both media products.
Supported by detailed references to both media products.
Articulate and engaged.

Level 3 (5-6 marks)

A proficient analysis, showing good critical autonomy.
Good understanding of media concepts, in particular media language within both media products.
Supported by references to both media products.
Clearly expressed.

Level 2 (3-4 marks)

A satisfactory analysis, showing critical autonomy.
Adequate understanding of media concepts, in particular media language within both media products.
Supported by references to the media product/s.
Generally clear expression.

Level 1 (1-2 marks)

A basic analysis.
Some understanding of media concepts, in particular media language within the media product(s).
Meaning may be obscured at times by weaknesses in written communication.

Level 0 (0 marks)

No relevant content.

Question 2

**How successful are audiences in using new and digital media to represent themselves?
You may also refer to other media products to support your answer. (12 marks)**

Assessment of:

- Evaluation
- Media issues/debates/theories
- Examples can be from unseen exam products or other media products

Level 4 (10-12 marks)

A sophisticated evaluation, showing very good critical autonomy.
Detailed and sophisticated application of a wide range of media issues/debates/theories.
Supports answer with a wide range of examples.
Articulate and engaged.

Level 3 (7-9 marks)

A proficient evaluation, showing good critical autonomy.
Proficient application of a range of media issues/debates/theories.
Supports answer with a range of examples.
Clearly expressed.

Level 2 (4-6 marks)

A satisfactory evaluation, showing critical autonomy.
Adequate application of a number of media issues/debates/theories.
May support answer with examples.
Generally clear expression.

Level 1 (1-3 marks)

A basic evaluation.
Basic application of some critical issues/debates/theories.
Meaning may be obscured at times by weaknesses in written communication.

Level 0 (0 marks)

No relevant content.

Question 3

What are the advantages and disadvantages for audiences of media products that do not rely on advertising, government or business funding?

You should refer to other media products to support your answer.

(12 marks)

Assessment of:

- Evaluation
- Wider contexts
- Examples should be from other media products

Level 4 (10-12 marks)

A sophisticated and detailed evaluation, showing very good critical autonomy.
Sophisticated and detailed application of a wide range of wider contexts.
Supports answer with a wide range of examples from other media.
Articulate and engaged.

Level 3 (7-9 marks)

A proficient evaluation, showing good critical autonomy.
Proficient application of a range of wider contexts.
Supports answer with a range of examples of other media.
Clearly expressed.

Level 2 (4-6 marks)

A satisfactory evaluation, showing critical autonomy.
Adequate application of a number of wider contexts.
Supports answer with examples from other media.
Generally clear expression.

Level 1 (1-3 marks)

A basic evaluation.
Basic application of some wider contexts.
Some examples from other media included.
Meaning may be obscured at times by weaknesses in written communication.

Level 0 (0 marks)

No relevant content.

Possible answers for Section A

These are only possible answers, you should reward other valid points appropriate to the mark scheme.

1. How are media language techniques used to make the two media products appear believable and authoritative?

- The use of the many of conventions of mainstream TV news programmes
- Use of camera, eg tracking, handheld, close-ups of event demonstrating about
- Interviews to camera from those involved in demonstration
- Sound – voice-over to explain context and persuade viewer, diegetic sound
- Branding of news organisation – logos, slogans, mission
- Use of emotive and persuasive language
- Use of subtitles
- Narrative hooks
- Use of experts and ‘real’ people involved in events
- Mode of address to audience
- Audience involvement
- Editorial choice of dramatic events

2. How successful are audiences in using new and digital media to represent themselves? You may also refer to other media products to support your answer.

Successful -

- Content can be controlled by active audience
- Can experiment with conventions
- NDM accessible, eg cost, technological developments
- Empower and give voice to those that may not have one in mainstream media
- Can join others and organise campaigns, especially social media
- Audiences can have multiple self-representations/identities
- More control by audience in distribution
- Lower production values
- Different audience reception

But -

- Is still constructed
- Influence of previous and present mainstream representations on how self-representation is constructed
- Reflect and reinforce values of society produced and consumed in
- Economic obstacles to production and distribution
- Still digital divide in UK and global
- Does mainstream media still dominate?

3. What are the advantages and disadvantages for audiences of media products that do not rely on advertising, government or business funding?

You should refer to other media products to support your answer.

Advantages

- Independence/editorial independence
- Marxist/pluralist debates
- Leveson inquiry and all issues raised
- Less pressure to produce media that please advertisers, audience becomes the product to deliver to audiences
- Less pressure to produce media that makes a profit
- Cater for audiences that are ignored
- Freedom of the press
- Freedom of speech, right to be 'offensive'?
- New and digital media allows for global media without huge institution
- Dominance of media by majors or rise of independents
- PSB - BBC and relationship to government
- Issues of censorship

Disadvantages

- Bias
- Risk of offensive or extreme material, debates about who decides what is
- Problems with regulation, is it possible or desirable?
- Lack of funding, struggling to survive so majors still dominate
- Lower production values
- Does it have authority?
- Does it just reach a small audience who agree with values anyway?

SECTION B**(48 marks)**

Assessment of:

- Understanding of Representation or The impact of New and Digital Media
- Focus on the question
- Media issues/debates/theories and wider contexts
- Independent case study with examples

Representations in the Media**Question 4**

Using your own case study, evaluate the appeal of stereotypical representations for producers and audiences.

Question 5

Does your case study suggest it is possible for representations to challenge dominant ideologies and values?

Level 4 (37- 48 marks)	A sophisticated and comprehensive essay, showing very good critical autonomy. Sophisticated and detailed understanding of representation. A sharp focus on the question throughout. Sophisticated application of a wide range of media issues/debates/theories and wider contexts. A comprehensive individual case study, with a wide range of detailed examples. Well structured, articulate and engaged.
Level 3 (25 - 36 marks)	A good essay, showing good critical autonomy. Proficient understanding of representation. A clear focus on the question. Good application of a range of media issues/debates/theories and wider contexts. A clear individual case study, with a range of examples. Well structured and clearly expressed.
Level 2 (13 - 24 marks)	A satisfactory essay, showing critical autonomy. Adequate understanding of representation. Focuses mainly on the question. Adequate application of media issues/debates/theories and wider contexts. An adequate individual case study, with a number of examples. Mostly well structured and generally clear.
Level 1 (1 - 12 marks)	A basic essay. Some understanding of representation. May lack focus on the question. A basic application of some media issues/debates/theories or wider contexts. Evidence of a case study and supported by some examples. Meaning may be obscured at times by weaknesses in communication.
Level 0 (0 marks)	No relevant content.

The Impact of New/Digital Media

Question 6

New and digital media have contributed to the process of globalisation: the idea that the world is becoming increasingly interconnected through one global culture.

Using your own case study, evaluate the impact that new and digital media have had on globalisation.

Question 7

Use your case study to evaluate whether new and digital media are a threat or an opportunity for media producers.

Level 4 (37- 48 marks)	<p>A sophisticated and comprehensive essay, showing very good critical autonomy.</p> <p>Sophisticated and detailed understanding of new and digital media.</p> <p>A sharp focus on the question throughout.</p> <p>Sophisticated application of a wide range of media issues/debates/theories and wider contexts.</p> <p>A comprehensive individual case study, with a wide range of detailed examples.</p> <p>Well structured, articulate and engaged.</p>
Level 3 (25 - 36 marks)	<p>A good essay, showing good critical autonomy.</p> <p>Proficient understanding of new and digital media.</p> <p>A clear focus on the question.</p> <p>Good application of a range of media issues/debates/theories and wider contexts.</p> <p>A clear individual case study, with a range of examples.</p> <p>Well structured and clearly expressed.</p>
Level 2 (13 - 24 marks)	<p>A satisfactory essay, showing critical autonomy.</p> <p>Adequate understanding of new and digital media.</p> <p>Focuses mainly on the question.</p> <p>Adequate application of media issues/debates/theories and wider contexts.</p> <p>An adequate individual case study, with a number of examples.</p> <p>Mostly well structured and generally clear.</p>
Level 1 (1 - 12 marks)	<p>A basic essay.</p> <p>Some understanding of new and digital media.</p> <p>May lack focus on the question.</p> <p>A basic application of some media issues/debates/theories or wider contexts.</p> <p>Evidence of a case study and supported by some examples.</p> <p>Meaning may be obscured at times by weaknesses in communication.</p>
Level 0 (0 marks)	No relevant content.