



GCE MARKING SCHEME

SUMMER 2016

**SOCIOLOGY - SY2 (LEGACY)
1352/01**

INTRODUCTION

This marking scheme was used by WJEC for the 2016 examination. It was finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conference was held shortly after the paper was taken so that reference could be made to the full range of candidates' responses, with photocopied scripts forming the basis of discussion. The aim of the conference was to ensure that the marking scheme was interpreted and applied in the same way by all examiners.

It is hoped that this information will be of assistance to centres but it is recognised at the same time that, without the benefit of participation in the examiners' conference, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about this marking scheme.

GCE SOCIOLOGY
SUMMER 2016 MARK SCHEME

Judgements remain the responsibility of the markers. The responsibility for final decisions remain with the Chief Examiner for the paper

Principles underlying marking:

- Marking is positive.
- The full range of the mark scheme will be applied.

Mark allocation matrix

	raw marks	AO1 (55%)	AO2 (45%)
1 (a)	10	6	4
1 (b)	20	12	8
2 (a)	20	12	8
2 (b)	40	20	20
Total	90	50	40
weightings	100 %	55 %	45 %

1. (a) Using material from the item and elsewhere, fully explain the meaning of the term **representativeness**. (10)

There may be contextualisation of the term with reference to studies

Candidates may refer to some but not necessarily all of the following:

- Empirical sociology and scientific methods
- Comprehensive nature of data so that all samples can be taken to be similar to make up and distribution of target population
- Issues of non-response
- Link to generalisability (but terms should not be treated as interchangeable)
- Role of statistical analysis
- Repetition of the research method in a range of locations
- Probably unattainable, but should be key part of research design
- Quantitative studies such as Census which track populations to discover patterns and trends
- And any other relevant points

Responses other than those listed above may be valid and credit worthy if sociological evidence and analysis is present.

Marks	AO1 (6)
5 - 6	<p>At least two relevant points are discussed and fully explained with reference to relevant examples.</p> <p>Accurate sociological terminology will be used in such a way as to display explicit and detailed knowledge and understanding.</p> <p>Reference will be made to the item and to other relevant studies.</p> <p>Knowledge may be illustrated with reference to the item. The quality of written communication will be good.</p>
3 - 4	<p>At least two relevant points are discussed with some knowledge and understanding evident.</p> <p>Some sociological language may be present.</p> <p>There will be reference to the item and/or additional sociological knowledge.</p> <p>There may be some errors of punctuation, spelling and grammar.</p>
1 - 2	<p>There is basic evidence of sociological knowledge and understanding.</p> <p>Answers will be common sense in approach.</p>
0	<p>No relevant knowledge or understanding is present.</p>

Marks	AO2 (4)
3 - 4	Appropriate examples and explanations of the term identified will be apparent. Analysis (explanations) will be explicit. Item will be referred to.
1 - 2	Some appropriate examples and explanations of the term identified will be apparent but this may be unbalanced. May refer to item. Analysis will be implicit
0	No analysis present

- (b) With reference to the item and sociological studies, explain the strengths and limitations of focus groups (group interviews). (20)

Note that appropriate development and use of exemplary material can be taken as evidence of analysis.

There should be contextualisation of the term with reference to studies and to the item as specified in the question for answers to qualify for the top mark bands.

Points should be clearly identified as strengths or weaknesses in order to gain AO2 marks

Candidates may refer to some but not necessarily all of the following:

- Defining the terms in the question briefly and probably with reference to the item: groups interviewed but discussion controlled by a moderator. Data arises from interaction between group members rather than from the researcher.

Possible strengths

- Helpful for exploratory research
- Can explore controversial issues in a non-threatening manner
- Economical way of gaining a lot of information from a range of respondents
- Relatively quick and easy
- Obtain a range of views because it is flexible
- Gives depth because of interactions between people
- May increase validity through depth of response (validity requires qualification to explain why it is increased)

Possible weaknesses

- Social disability
- Relies on group interaction
- Unnatural setting for people to discuss topics
- Powerful personalities may dominate proceedings and create bias (raising issues of representativeness, generalisability and lack of validity)
- Ethical issues of confidentiality and privacy may be breached
- Access to willing participants may introduce bias
- Participants may move discussion away from intended topic
- All relevant examples and explanations will be credited. Direct reference to relevant studies is necessary for answers to gain access to the top mark band.

Responses other than those listed above may be valid and credit worthy if sociological evidence and analysis is present.

Banding	AO1 (12)	AO2 (8)
<p>17 - 20</p>	<p>10 - 12 Candidates will be able to make accurate, appropriate and detailed reference to a range of writers, research and/or theory. There will be a very good level of knowledge and understanding and this will be detailed and wide ranging. Candidates will be able to refer evidence drawn from more than one area of sociology where appropriate. Answers will be expressed in appropriate sociological language Candidates will be able to make accurate and appropriate use of the sociological terminology indicated in the specifications showing knowledge and understanding of its meaning. The quality of written communication is very good, with few, if any, errors of spelling punctuation or grammar.</p>	<p>7 – 8 Candidates will relate their knowledge directly to the question under consideration and this link will be detailed and explicit. References to writers, research and/or theory will be explained in detail and contextualised. Answers will be formally constructed with a clear and logical argument. Evaluation and/or analysis will be detailed and explicit throughout the answers. The candidate may challenge the terms of the question.</p>
<p>11 - 16</p>	<p>6 - 9 Candidates will be able to make some accurate, appropriate reference to writers, research or theory. There will be some knowledge and understanding and this will be detailed or wide ranging. Candidates may be able to refer to more than one area of sociology where appropriate. Answers will make some use of appropriate sociological language. Candidates may be able to make some the sociological terminology indicated in the specifications showing some knowledge and understanding of its meaning. The quality of written communication is, for the most part good though there may be some errors of spelling punctuation and grammar.</p>	<p>5 – 6 Candidates will relate their knowledge to the question under consideration but the link is likely to be more implicit than in band 4. References to writers, research or theory will have some explanation. Answers will have some clarity and logical argument. Evaluation or analysis is likely to be implicit and is unlikely to be present throughout the answer.</p>

<p>6 - 10</p>	<p>4 - 5 Candidates will be able to make basic reference to writers, research or theory. There will be basic knowledge and understanding but this will lack detail and will not be wide ranging. Candidates will make basic references to other areas of sociology. There will be basic and at times inaccurate use of the sociological terminology indicated in the specifications. The quality of written communication will be basic with frequent errors of punctuation, spelling and grammar.</p>	<p>3 – 4 Candidates will basic links between their knowledge and the question. There will be basic explanation of any writers, research or theory referred to. Answers will have basic clarity or logical argument. Any evaluation or analysis will be implicit and very basic. .</p>
<p>1 - 5</p>	<p>1 - 3 Candidates may rely on anecdotal references with few if any references to writers, research or theory. There will be limited knowledge or understanding. There will be limited use of sociological language The quality of written communication will be poor with numerous errors of spelling, punctuation and grammar.</p>	<p>1 - 2 Candidates will make no links between their knowledge and the question. There will be no explanation of any writers, research or theory. There will be no evaluation.</p>
<p>0</p>	<p>No relevant knowledge or understanding displayed</p>	<p>No relevant analysis</p>

Education

2. (a) Outline and explain what is meant by self-fulfilling prophecy in education. (20)

The focus of the answer should be on the broad understanding that children achieve more or less in education on the basis of predicted outcomes and perceptions. Examples can be drawn from historical examples such as 11+ or the Rosenthal and Jacobsen study. Answers that simply describe the R and J study should not achieve the top mark bands. Reference to data tracking in schools and banding or streaming should be accepted and rewarded. Credit should be given to an understanding of social processes within schools that may affect the attainment levels of children from different social groups

Candidates will be credited with:

- A clear attempt to define the term - A self-fulfilling prophecy, as described by Robert K. Merton, is a cultural belief that becomes true because people act as though it is true.
- Teachers treat some children (for example, girls or members of some ethnicities as if they will do better, and this then leads them to achieve more than they otherwise would.
- Link to interactional theory and socio-psychological explanations
- Streaming pupils according to perceptions of ability – lower stream children receive less challenging work and lose self-esteem, higher stream pupils accept school ethos
- Teacher labelling – put downs and lower expectations (symbolic violence?)
- Recent political, social or public debate with regard to the role of education
- Reference to relevant studies or sociological writing
- Applied use of examples
- All relevant examples and explanations will be credited

Responses other than those listed above may be valid and creditworthy if sociological evidence and analysis is present.

Banding	AO1 (12)	AO2 (8)
17 - 20	<p>10 - 12 Candidates will be able to make accurate, appropriate and detailed reference to a range of writers, research and/or theory. There will be a very good level of knowledge and understanding and this will be detailed and wide ranging. Candidates will be able to refer to more than one area of sociology where appropriate. Answers will be expressed in appropriate sociological language. Candidates will be able to make accurate and appropriate use of the sociological terminology indicated in the specifications showing knowledge and understanding of its meaning. The quality of written communication is very good, with few, if any, errors of spelling punctuation or grammar.</p>	<p>7 – 8 Candidates will relate their knowledge directly to the question under consideration and this link will be detailed and explicit. References to writers, research and/or theory will be explained in detail and contextualised. Answers will be formally constructed with a clear and logical argument. Evaluation and/or analysis will be detailed and explicit throughout the answers. The candidate may challenge the terms of the question.</p>
11 - 16	<p>6 - 9 Candidates will be able to make some accurate, appropriate reference to writers, research or theory. There will be some knowledge and understanding and this will be detailed or wide ranging. Candidates may be able to refer to more than one area of sociology where appropriate. Answers will make some use of appropriate sociological language. Candidates may be able to make some the sociological terminology indicated in the specifications showing some knowledge and understanding of its meaning. The quality of written communication is, for the most part good though there may be some errors of spelling punctuation and grammar.</p>	<p>5 – 6 Candidates will relate their knowledge to the question under consideration but the link is likely to be more implicit than in band 4. References to writers, research or theory will have some explanation. Answers will have some clarity and logical argument. Evaluation or analysis is likely to be implicit and is unlikely to be present throughout the answer</p>

<p>6 - 10</p>	<p>4 - 5 Candidates will be able to make basic reference to writers, research or theory. There will be basic knowledge and understanding but this will lack detail and will not be wide ranging. Candidates will make basic references to other areas of sociology. There will be basic and at times inaccurate use of the sociological terminology indicated in the specifications. The quality of written communication will be basic with frequent errors of punctuation, spelling and grammar.</p>	<p>3 – 4 Candidates will basic links between their knowledge and the question. There will be basic explanation of any writers, research or theory referred to. Answers will have basic clarity or logical argument. Any evaluation or analysis will be implicit and very basic.</p>
<p>1 - 5</p>	<p>1 - 3 Candidates may rely on anecdotal references with few if any references to writers, research or theory. There will be limited knowledge or understanding. There will be limited use of sociological language The quality of written communication will be poor with numerous errors of spelling, punctuation and grammar.</p>	<p>1 – 2 Candidates will make no links between their knowledge and the question. There will be no explanation of any writers, research or theory. There will be no evaluation.</p>
<p>0</p>	<p>No relevant knowledge or understanding displayed</p>	<p>No relevant analysis</p>

- (b) Outline and assess the reasons for inequality of opportunity for in the British education system. (40)

The focus of the answer should be on the question of why some children may fail or be denied access to success. The view should may be challenged sociologically. Candidates should be aware of patterns of social inequality and the reasons that are put forward even if they choose to conclude that Britain does have equal opportunities for all children.

Candidates may refer to some but not necessarily all of the following:

- A definition of the term equality of opportunity and some reference to the various attempts to ensure equality of opportunity.
- An explanation of meritocracy and of functional views of education as a ladder of opportunity and a route to social mobility.
- Critical awareness of theoretical explanations of differential achievement such as Marxism, feminism, Functionalism, New Right
- Questions as to the 'openness of British society' in the light of recent public debate
- Attainment patterns for genders, class and ethnicity. There may be understanding of how these patterns may have changed or remained stable and of continuing inequality (census and DfEE data)
- Reference to material and social deprivation (Hyman, Sugarman, Payne, Feinstein, Smith and Noble, Williams)
- Reference to political interventions encouraging social mobility and equality of opportunity
- Awareness of other influences on attainment (gender, class, ethnicity)
- Reference to recent political, social or public debate with reference to educational inequality - perhaps the development of free schools or reference to elite groups in government
- Reference to relevant studies or sociological writing
- Applied use of examples
- All relevant examples and explanations will be credited

Responses other than those listed above may be valid and credit worthy if sociological evidence and analysis is present.

Banding	AO1 (20)	AO2 (20)
<p>34 - 40</p>	<p>17 - 20 Candidates will be able to make accurate, appropriate and detailed reference to a range of writers, research and/or theory. There will be a very good level of knowledge and understanding and this will be detailed and wide ranging. Candidates will be able to refer to more than one area of sociology where appropriate. Answers will be expressed in appropriate sociological language Candidates will be able to make accurate and appropriate use of the sociological terminology indicated in the specifications showing knowledge and understanding of its meaning. The quality of written communication is very good, with few, if any, errors of spelling punctuation or grammar.</p>	<p>17 – 20 Candidates will relate their knowledge directly to the question under consideration and this link will be detailed and explicit. References to writers, research and/or theory will be explained in detail and contextualised. Answers will be formally constructed with a clear and logical argument. Evaluation and/or analysis will be detailed and explicit throughout the answers. The candidate may challenge the terms of the question.</p>
<p>22 - 34</p>	<p>11 - 16 Candidates will be able to make some accurate, appropriate reference to writers, research or theory. There will be some knowledge and understanding and this will be detailed or wide ranging. Candidates may be able to refer to more than one area of sociology where appropriate. Answers will make some use of appropriate sociological language. Candidates may be able to make some the sociological terminology indicated in the specifications showing some knowledge and understanding of its meaning. The quality of written communication is, for the most part good though there may be some errors of spelling punctuation and grammar.</p>	<p>11 - 16 Candidates will relate their knowledge to the question under consideration but the link is likely to be more implicit than in band 4. References to writers, research or theory will have some explanation. Answers will have some clarity and logical argument. Evaluation or analysis is likely to be implicit and is unlikely to be present throughout the answer.</p>

<p>12 - 20</p>	<p>6 - 10 Candidates will be able to make basic reference to writers, research or theory. There will be basic knowledge and understanding but this will lack detail and will not be wide ranging. Candidates will make basic references to other areas of sociology. There will be basic and at times inaccurate use of the sociological terminology indicated in the specifications. The quality of written communication will be basic with frequent errors of punctuation, spelling and grammar.</p>	<p>6 - 10 Candidates will basic links between their knowledge and the question. There will be basic explanation of any writers, research or theory referred to. Answers will have basic clarity or logical argument. Any evaluation or analysis will be implicit and very basic. .</p>
<p>1 - 10</p>	<p>1 - 5 Candidates may rely on anecdotal references with few if any references to writers, research or theory. There will be limited knowledge or understanding. There will be limited use of sociological language The quality of written communication will be poor with numerous errors of spelling, punctuation and grammar.</p>	<p>1 - 5 Candidates will make no links between their knowledge and the question. There will be no explanation of any writers, research or theory. There will be no evaluation.</p>
	<p>No relevant knowledge or understanding displayed</p>	<p>No relevant analysis</p>

Religion

3. (a) Outline and explain the meaning of the term fundamentalism (20)

The focus of the answer should be on the meaning of the term fundamentalism. Credit should be given to an understanding of fundamentalism and of the response of the religious to this process, relevant theory and examples.

Candidates will be credited with:

- Definitions of the term fundamentalism
- A belief in a single true vision of the world
- Religious conservatism
- Belief in the literal truth of a single text
- Intolerance of and antagonism towards other social views and liberalism
- Resistance to change
- Return to the basics of a single faith
- Rejection of modern society and modern values
- Avoidance of discussion and interaction
- Rejection of scientific explanations and reliance on faith
- Almond on fundamentalism
- Role of women and feminism
- Examples of religious fundamentalism in religion (for example Christianity and creationism or intelligent design theory)
- Reference to relevant studies or sociological writing
- Applied use of examples
- All relevant examples and explanations will be credited

Responses other than those listed above may be valid and credit worthy if sociological evidence and analysis is present

Banding	AO1 (12)	AO2 (8)
17 - 20	<p>10 - 12 Candidates will be able to make accurate, appropriate and detailed reference to a range of writers, research and/or theory. There will be a very good level of knowledge and understanding and this will be detailed and wide ranging. Candidates will be able to refer to more than one area of sociology where appropriate. Answers will be expressed in appropriate sociological language Candidates will be able to make accurate and appropriate use of the sociological terminology indicated in the specifications showing knowledge and understanding of its meaning. The quality of written communication is very good, with few, if any, errors of spelling punctuation or grammar.</p>	<p>7 – 8 Candidates will relate their knowledge directly to the question under consideration and this link will be detailed and explicit. References to writers, research and/or theory will be explained in detail and contextualised. Answers will be formally constructed with a clear and logical argument. Evaluation and/or analysis will be detailed and explicit throughout the answers. The candidate may challenge the terms of the question.</p>
11 - 16	<p>6 - 9 Candidates will be able to make some accurate, appropriate reference to writers, research or theory. There will be some knowledge and understanding and this will be detailed or wide ranging. Candidates may be able to refer to more than one area of sociology where appropriate. Answers will make some use of appropriate sociological language. Candidates may be able to make some the sociological terminology indicated in the specifications showing some knowledge and understanding of its meaning. The quality of written communication is, for the most part good though there may be some errors of spelling punctuation and grammar.</p>	<p>5 – 6 Candidates will relate their knowledge to the question under consideration but the link is likely to be more implicit than in band 4. References to writers, research or theory will have some explanation. Answers will have some clarity and logical argument. Evaluation or analysis is likely to be implicit and is unlikely to be present throughout the answer</p>

<p>6 - 10</p>	<p>4 - 5 Candidates will be able to make basic reference to writers, research or theory. There will be basic knowledge and understanding but this will lack detail and will not be wide ranging. Candidates will make basic references to other areas of sociology. There will be basic and at times inaccurate use of the sociological terminology indicated in the specifications. The quality of written communication will be basic with frequent errors of punctuation, spelling and grammar.</p>	<p>3 – 4 Candidates will basic links between their knowledge and the question. There will be basic explanation of any writers, research or theory referred to. Answers will have basic clarity or logical argument. Any evaluation or analysis will be implicit and very basic.</p>
<p>1 - 5</p>	<p>1 - 3 Candidates may rely on anecdotal references with few if any references to writers, research or theory. There will be limited knowledge or understanding. There will be limited use of sociological language The quality of written communication will be poor with numerous errors of spelling, punctuation and grammar.</p>	<p>1 – 2 Candidates will make no links between their knowledge and the question. There will be no explanation of any writers, research or theory. There will be no evaluation.</p>
<p>0</p>	<p>No relevant knowledge or understanding displayed</p>	<p>No relevant analysis</p>

(b) Outline and assess functionalist views of religion

(40)

The focus of the answer should be on outlining functionalist views of the role of religion in society, and a critical assessment which explores both the strengths and weaknesses of this approach to the understanding of religious belief. This may be done by developing a critical dialogue with reference to functionalism alone, or it may be done in the context of other theoretical approaches to religion.

Candidates may refer to some but not necessarily all of the following:

- Social integration and social cohesion
- Consensus and solidarity
- Sacred and profane (Durkheim)
- Totemism and the worship of society
- Collective conscience and ritualism
- Conservative forms of religion and the new forms of civic belief (Nationalism and Communism)
- Cognitive function and the development of human reason (Durkheim, Malinowski)
- Fragmentation of society and postmodernist views (Mestrovic)
- Values and meaning (Parsons)
- Unification of society (Bellah)
- Functional alternatives to religion
- Conflict theories and criticisms of functionalism
- Reference to recent political, social or public debate
- Reference to relevant studies or sociological writing
- Applied use of examples
- All relevant examples and explanations will be credited

Responses other than those listed above may be valid and credit worthy if sociological evidence and analysis is present.

Banding	AO1 (20)	AO2 (20)
34 - 40	<p>17 - 20 Candidates will be able to make accurate, appropriate and detailed reference to a range of writers, research and/or theory. There will be a very good level of knowledge and understanding and this will be detailed and wide ranging. Candidates will be able to refer to more than one area of sociology where appropriate. Answers will be expressed in appropriate sociological language Candidates will be able to make accurate and appropriate use of the sociological terminology indicated in the specifications showing knowledge and understanding of its meaning. The quality of written communication is very good, with few, if any, errors of spelling punctuation or grammar.</p>	<p>17 – 20 Candidates will relate their knowledge directly to the question under consideration and this link will be detailed and explicit. References to writers, research and/or theory will be explained in detail and contextualised. Answers will be formally constructed with a clear and logical argument. Evaluation and/or analysis will be detailed and explicit throughout the answers. The candidate may challenge the terms of the question.</p>
22 - 34	<p>11 - 16 Candidates will be able to make some accurate, appropriate reference to writers, research or theory. There will be some knowledge and understanding and this will be detailed or wide ranging. Candidates may be able to refer to more than one area of sociology where appropriate. Answers will make some use of appropriate sociological language. Candidates may be able to make some the sociological terminology indicated in the specifications showing some knowledge and understanding of its meaning. The quality of written communication is, for the most part good though there may be some errors of spelling punctuation and grammar.</p>	<p>11 - 16 Candidates will relate their knowledge to the question under consideration but the link is likely to be more implicit than in band 4. References to writers, research or theory will have some explanation. Answers will have some clarity and logical argument. Evaluation or analysis is likely to be implicit and is unlikely to be present throughout the answer.</p>

<p>12 - 20</p>	<p>6 - 10 Candidates will be able to make basic reference to writers, research or theory. There will be basic knowledge and understanding but this will lack detail and will not be wide ranging. Candidates will make basic references to other areas of sociology. There will be basic and at times inaccurate use of the sociological terminology indicated in the specifications. The quality of written communication will be basic with frequent errors of punctuation, spelling and grammar.</p>	<p>6 - 10 Candidates will basic links between their knowledge and the question. There will be basic explanation of any writers, research or theory referred to. Answers will have basic clarity or logical argument. Any evaluation or analysis will be implicit and very basic.</p>
<p>1 - 10</p>	<p>1 - 5 Candidates may rely on anecdotal references with few if any references to writers, research or theory. There will be limited knowledge or understanding. There will be limited use of sociological language The quality of written communication will be poor with numerous errors of spelling, punctuation and grammar.</p>	<p>1 - 5 Candidates will make no links between their knowledge and the question. There will be no explanation of any writers, research or theory. There will be no evaluation.</p>
	<p>No relevant knowledge or understanding displayed</p>	<p>No relevant analysis</p>

Mass Media

4. (a) Outline and explain the term audience effects (20)

The focus of the answer should be describing and explaining audience effects. Credit either depth or breadth of understanding. Credit should be given to an understanding of the role of the media professionals, the needs of visual media, the need for profit

Candidates will be credited with:

- Definition of the term audience effects and who may be influenced and how they may be influenced by media (some sense of the variety of forms of media and media consumption may be useful)
- Direct theories and the view of a strong negative influence (Bandura and Bobo doll, Belson)
- Diffusion theories and the use of media to satisfy desires
- Indirect theories and the concept of a slow cumulative effect (Chandler)
- Hypodermic syringe model (Marxism)
- Two step flow model (Katz and Lazarsfeld, Blumler)
- Cultural effects theory
- Uses and gratifications model
- Decoding theory and post-modernism
- Reception theory
- Reference to relevant studies or sociological writing
- Applied use of examples
- All relevant examples and explanations will be credited

Responses other than those listed above may be valid and credit worthy if sociological evidence and analysis is present.

Banding	AO1 (12)	AO2 (8)
<p>17 - 20</p>	<p>10 - 12 Candidates will be able to make accurate, appropriate and detailed reference to a range of writers, research and/or theory. There will be a very good level of knowledge and understanding and this will be detailed and wide ranging. Candidates will be able to refer to more than one area of sociology where appropriate. Answers will be expressed in appropriate sociological language Candidates will be able to make accurate and appropriate use of the sociological terminology indicated in the specifications showing knowledge and understanding of its meaning. The quality of written communication is very good, with few, if any, errors of spelling punctuation or grammar.</p>	<p>7 – 8 Candidates will relate their knowledge directly to the question under consideration and this link will be detailed and explicit. References to writers, research and/or theory will be explained in detail and contextualised. Answers will be formally constructed with a clear and logical argument. Evaluation and/or analysis will be detailed and explicit throughout the answers. The candidate may challenge the terms of the question.</p>
<p>11 - 16</p>	<p>6 - 9 Candidates will be able to make some accurate, appropriate reference to writers, research or theory. There will be some knowledge and understanding and this will be detailed or wide ranging. Candidates may be able to refer to more than one area of sociology where appropriate. Answers will make some use of appropriate sociological language. Candidates may be able to make some the sociological terminology indicated in the specifications showing some knowledge and understanding of its meaning. The quality of written communication is, for the most part good though there may be some errors of spelling punctuation and grammar.</p>	<p>5 – 6 Candidates will relate their knowledge to the question under consideration but the link is likely to be more implicit than in band 4. References to writers, research or theory will have some explanation. Answers will have some clarity and logical argument. Evaluation or analysis is likely to be implicit and is unlikely to be present throughout the answer</p>

<p>6 - 10</p>	<p>4 - 5 Candidates will be able to make basic reference to writers, research or theory. There will be basic knowledge and understanding but this will lack detail and will not be wide ranging. Candidates will make basic references to other areas of sociology. There will be basic and at times inaccurate use of the sociological terminology indicated in the specifications. The quality of written communication will be basic with frequent errors of punctuation, spelling and grammar.</p>	<p>3 – 4 Candidates will basic links between their knowledge and the question. There will be basic explanation of any writers, research or theory referred to. Answers will have basic clarity or logical argument. Any evaluation or analysis will be implicit and very basic.</p>
<p>1 - 5</p>	<p>1 - 3 Candidates may rely on anecdotal references with few if any references to writers, research or theory. There will be limited knowledge or understanding. There will be limited use of sociological language The quality of written communication will be poor with numerous errors of spelling, punctuation and grammar.</p>	<p>1 – 2 Candidates will make no links between their knowledge and the question. There will be no explanation of any writers, research or theory. There will be no evaluation.</p>
<p>0</p>	<p>No relevant knowledge or understanding displayed</p>	<p>No relevant analysis</p>

- (b) Outline and assess the view that the owners of the media have a strong influence over media content (40)

The focus of this answer should be on an understanding of the importance and impact of the ownership of the media on the content of media products. There should be reference to the understanding that this is a Marxist viewpoint and the view can be assessed with a strong focus on Marxist viewpoints or with detailed criticism of Marxism drawn from pluralistic accounts of the media. Lines of debate and discussion should be explicit. Candidates should utilise contemporary studies to support lines of debate.

- Defining media ownership, perhaps with reference to trends and patterns in ownership and control of a range of mass media.
- media concentration (Bagdikian)
- press barons (Curran)
- Horizontal and vertical integration
- Diversification, synergy and technological convergence
- Democracy and abuse of power (Doyle)
- Pluralism, economic rationality, internet and 'new' media
- Public service broadcasting and the BBC
- Media professionalism
- Marxism and ideology (Miliband, Tunstall, GUMG, Barnett and Weymour)
- Agenda setting and gate-keeping
- Reference to relevant studies or sociological writing
- Applied use of examples
- All relevant examples and explanations will be credited

Responses other than those listed above may be valid and credit worthy if sociological evidence and analysis is present.

Banding	AO1 (20)	AO2 (20)
34 - 40	<p>17 - 20 Candidates will be able to make accurate, appropriate and detailed reference to a range of writers, research and/or theory. There will be a very good level of knowledge and understanding and this will be detailed and wide ranging. Candidates will be able to refer to more than one area of sociology where appropriate. Answers will be expressed in appropriate sociological language Candidates will be able to make accurate and appropriate use of the sociological terminology indicated in the specifications showing knowledge and understanding of its meaning. The quality of written communication is very good, with few, if any, errors of spelling punctuation or grammar.</p>	<p>17 – 20 Candidates will relate their knowledge directly to the question under consideration and this link will be detailed and explicit. References to writers, research and/or theory will be explained in detail and contextualised. Answers will be formally constructed with a clear and logical argument. Evaluation and/or analysis will be detailed and explicit throughout the answers. The candidate may challenge the terms of the question.</p>
22 - 34	<p>11 - 16 Candidates will be able to make some accurate, appropriate reference to writers, research or theory. There will be some knowledge and understanding and this will be detailed or wide ranging. Candidates may be able to refer to more than one area of sociology where appropriate. Answers will make some use of appropriate sociological language. Candidates may be able to make some the sociological terminology indicated in the specifications showing some knowledge and understanding of its meaning. The quality of written communication is, for the most part good though there may be some errors of spelling punctuation and grammar.</p>	<p>11 - 16 Candidates will relate their knowledge to the question under consideration but the link is likely to be more implicit than in band 4. References to writers, research or theory will have some explanation. Answers will have some clarity and logical argument. Evaluation or analysis is likely to be implicit and is unlikely to be present throughout the answer.</p>

<p>12 - 20</p>	<p>6 - 10 Candidates will be able to make basic reference to writers, research or theory. There will be basic knowledge and understanding but this will lack detail and will not be wide ranging. Candidates will make basic references to other areas of sociology. There will be basic and at times inaccurate use of the sociological terminology indicated in the specifications. The quality of written communication will be basic with frequent errors of punctuation, spelling and grammar.</p>	<p>6 - 10 Candidates will basic links between their knowledge and the question. There will be basic explanation of any writers, research or theory referred to. Answers will have basic clarity or logical argument. Any evaluation or analysis will be implicit and very basic.</p>
<p>1 - 10</p>	<p>1 - 5 Candidates may rely on anecdotal references with few if any references to writers, research or theory. There will be basic knowledge or understanding. There will be basic use of sociological language The quality of written communication will be poor with numerous errors of spelling, punctuation and grammar.</p>	<p>1 - 5 Candidates will make no links between their knowledge and the question. There will be no explanation of any writers, research or theory. There will be no evaluation.</p>
	<p>No relevant knowledge or understanding displayed</p>	<p>No relevant analysis</p>