



ASSESSMENT and
QUALIFICATIONS
ALLIANCE

Mark scheme

June 2003

GCSE

Media Studies

3571

Foundation

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As always there should be an ethos of rewarding what the candidate knows and understands, not what they have missed out. Any reference to the ‘brief’ should be rewarded whether it is explicit or implicit. For example:

- That this is a huge Comedy Film festival
- That it is a local event
- There is a planned Autumn 2003 opening
- There is a strong British emphasis
- Films from America, Europe and the rest of the world should be considered
- There will be plenty of screenings

The term ‘style’ of comedy film represents sub-genres such as spoof, slapstick, *Carry On* etc.

There is now a ‘Quality of Written Communication’ element that replaces the old ‘SPaG’ mark. This will be assessed in all four tasks. When considering quality of written communication, candidates need to be rewarded for:

- correct use of media terminology
- layout
- typographical devices
- design features
- responding in rôle
- coherence and fluency

Task 1**Total: 25 marks**

We are currently planning the welcome exhibit in the foyer of the main venue. We want a large area of display boards that will identify the key features of comedy films and use accompanying illustrations. We have to show comedy films from more than one decade in this display.

In order to help with this planning you should jot some notes down:

- What do you consider to be the three most important features of comedy films? How do each of these features appeal to audiences?**
- We would also like your suggestions for eye-catching images to go with these ideas. These images could be in the form of, for example, film stills or photographs of stars of comedy films.**

Level 6 21 – 25 marks

Candidates will present clear, concise and confident responses with reference to specific films at the top of this level. There will be three key features clearly identified and appropriate illustrations offered. Audience appeal will be clearly articulated. Suggestions for the images should show flair and imagination.

Level 5 16 – 20 marks

Candidates will present a clear response. They will identify three key features. They will offer appropriate illustrations but the audience appeal will be less clearly articulated. Suggestions for the images should show imagination.

Level 4 11 – 15 marks

Three key features will have been identified. Any attempt to discuss audience appeal will be limited. Ideas for images may be offered, but responses may lack balance.

Level 3 6 – 10 marks

Key features will be discussed but not necessarily clearly. Illustrations or images may not be linked or appropriate. Audience discussion will be very limited or not evident.

Level 2 1 – 5 marks

Some appropriate attempt will have been made to respond to this task.

Level 1 0 marks

Below the threshold

Task 2**Total: 25 marks**

We are considering devoting a complete section in the Festival to one popular comedy film star or type of comedy film.

Give us your suggestion for this section.

You will have to justify your choice to the team so prepare some notes. These should include reasons for your choice, suggesting how and why it may appeal to different audiences.

Level 6 21 – 25 marks

Candidates will present a concise, clear and confident response. They will have identified an appropriate figure or style of comedy film and will have made a good attempt to justify their choice. There will be clear notes to support their choice and the audience appeal will be discussed.

Level 5 16 – 20 marks

Candidates will present a clear response. They will have identified a comedy figure or style of comedy film. They will have made some attempt to justify their choice by presenting reasonably clear and convincing notes. Audience appeal will be discussed.

Level 4 11 – 15 marks

Candidates will have identified a comedy figure or style of comedy film but the justification is less likely to be clear or convincing. Audience appeal may not be evident.

Level 3 6 – 10 marks

Candidates will have identified a comedy figure or style of comedy film. There will be some attempt to explain the choice made. Audience discussion is unlikely to be present.

Level 2 1 – 5 marks

Some attempt will have been made to respond but the choices may not be appropriate. Little if any justification will have been attempted.

Level 1 0 marks

Below the threshold.

Task 3**Total: 25 marks**

The team wants to draw up a chart of the “Top Ten Comedy Films of All Time”.

Which two films would you nominate above all others? Give convincing reasons why they should be included in the final list.

Level 6 21 – 25 marks

Candidates will present a concise, clear and confident response. They will have made clear references to the debate about what makes a good comedy film and will have provided two appropriate choices of their own. Their reasoning and justification will be clear and convincing. Reference to the different styles of comedy may be evident within their reasons.

Level 5 16 – 20 marks

Candidates will provide two appropriate choices and will have provided sound and convincing reasons for this choice. There is less likely to be any reference to the debate about what makes a comedy film or the different styles of comedy.

Level 4 11 – 15 marks

Candidates will provide their choice with some convincing reasons for its inclusion.

Level 3 6 – 10 marks

Candidates will provide their choice and make some attempt to explain that choice.

Level 2 1 – 5 marks

Some attempt will be made to respond but the relevance of the choice made may not be clear.

Level 1 0 marks

Below the threshold.

Task 4**Total: 25 marks**

We will need a dynamic advertising campaign to attract visitors to the Festival.

As part of this campaign, you are asked to create one of the following:

EITHER: a poster

OR: a storyboard for a local T.V. advert

OR a script for a local radio advert

OR: or a web site home page

Use the most appropriate sheets provided for this task.

I'd be grateful for clear and concise responses ready to present to the next team meeting.

Level 6 21 – 25 marks

The relevant conventions and key information will be evident. The design or script will be imaginative and show flair and appeal.

Level 5 16 – 20 marks

Most of the relevant conventions and key information will be evident. Candidates will have a competent design or script showing imagination and appeal.

Level 4 11 – 15 marks

Many of the conventions will be evident. Designs or scripts will be clearly identifiable and show appeal to the relevant audience.

Level 3 6 – 10 marks

Some of the conventions will be evident. Design or scripts will be identifiable and show an attempt to appeal to the relevant audience.

Level 2 1 – 5 marks

Some attempt will be made. The design or script will be identifiable but conventions may not be evident.

Level 1 0 marks

Below the threshold.

Conventions expected could include:

Poster: Could be magazine poster or billboard poster. There should be reference to date, venue, price if relevant and some representation of the Festival.

Storyboards: Timing, edits, shot distance, variety of shots, focus, lighting, dialogue, sound effects.

Radio advert: Timing, dialogue, sound effects, cues, sign-posting, etc.

Website home page: Hyperlinks, animated features, images, information, interactive features etc.