



ASSESSMENT and  
QUALIFICATIONS  
ALLIANCE

# Mark scheme

# June 2003

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## GCSE

### Media Studies

3571

Higher

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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 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 will be rewarded for:

- Correct use of media terminology
- Layout, typographical devices and design features
- Responding in role
- Coherence and fluency

**Task 1****Total: 25 marks**

**There has been a lot of debate about what types of comedy films should and should not be included in this Festival. We do need to appeal to as wide an audience as possible.**

**Tell us about the key features of at least three different types of comedy film. Explain how these features appeal to audiences.**

**Level 6 21 – 25 marks**

Candidates will present a concise, articulate and accurate account, offering a wide range of conventions relating to **three** comedy film sub-genres. Three different types of comedy film and their different appeal to different audiences will have been clearly discussed.

**Level 5 16 – 20 marks**

Candidates will present a confident and reasonably accurate account, offering a range of conventions relating to comedy films. Three different sub-genres of comedy film will be considered. The reasoning about audience will be less articulate but will be present.

**Level 4 11 – 15 marks**

Candidates will present a clear account, with some conventions identified. Three sub-genres of comedy film will be offered. Audience appeal will be mentioned.

**Level 3 6 – 10 marks**

Some conventions will be offered possibly within the examples used. At least two different sub-genres will be mentioned. Audience may not have been tackled.

**Level 2 1 – 5 marks**

Some attempt to respond. Some conventions may be offered. Audience is unlikely to be mentioned.

**Level 1 0 marks**

Below the threshold

**Task 2****Total: 25 marks**

**We are currently planning the welcoming exhibit in the foyer of the main venue. It needs to be something that will give visitors a flavour of what the whole Festival has in store for them.**

**What are your suggestions for this welcoming exhibit? These could include:**

- film clips**
- film stills**
- information about comedy stars**
- anything else you consider relevant.**

**You need to justify your suggestions to convince the team.**

**Level 6 21 – 25 marks**

Candidates will present a concise, articulate and accurate response. There should be evidence that the candidates have engaged with the task with flair and creativity. They will apply their knowledge of the genre resourcefully as evidenced through their choices of illustrative material. Convincing reasons must be offered that are logical, clear and confidently argued.

**Level 5 16 – 20 marks**

Candidates will present a confident and accurate response. There should be evidence that the candidates have engaged imaginatively with the task. They will apply knowledge of the genre evidenced through their choice of illustrative material. Good reasons must be offered for the choices.

**Level 4 11 – 15 marks**

Candidates will present a clear response. The candidates should have shown reasonable knowledge of the genre through their illustrative choices. There should be reasons offered for inclusion.

**Level 3 6 – 10 marks**

Suggestions will be offered with some understanding of the genre evident. Reasons are less likely to be coherently argued.

**Level 2 1 – 5 marks**

Some attempt to respond will be made but it will be less clear. If reasons are offered then these should be rewarded with the higher marks in this band.

**Level 1 0 marks**

Below the threshold.

**Task 3****Total: 25 marks**

**We want films which reflect the different studios, styles, actors and directors normally associated with the comedy genre from the 1920's to the present day. Suggest two films from two different eras that would be screened as part of the Festival.**

**For each film nominated, provide a series of bullet point notes explaining its significance.**

**Level 6 21 – 25 marks**

Candidates will present a concise and articulate response. Candidates must provide appropriate examples of the different studios, styles, actors or directors, associated with the comedy genre. There must be a clearly defined link with the different eras and how the examples reflect the different eras. Audience, which is clearly implicit in the task, may also be discussed. Appropriate examples of films must be offered. Explanations will be logical, clear and confident.

**Level 5 16 – 20 marks**

Candidates will present a confident and reasonably articulate response. Appropriate examples of the different studios, styles, actors or directors associated with the comedy genre, will be offered. These will reflect the different eras. Explanations will be clear and logical. Audience may be discussed. Appropriate examples of films will be offered to illustrate their choice.

**Level 4 11 – 15 marks**

Candidates will present a clear response. Appropriate examples of the different studios, styles, actors or directors normally associated with the comedy genre, will be offered. Appropriate examples of films will be offered to illustrate their choice. Explanations will be less convincing.

**Level 3 6 – 10 marks**

Examples should be offered of the different studios, stars, actors or directors normally associated with the comedy genre. Examples of films will be offered. Some explanation may be evident.

**Level 2 1 – 5 marks**

Examples will be offered but supported by little or no explanation.

**Level 1 0 marks**

Below the threshold.

**Task 4****Total: 25 marks**

**We need to start planning and developing a dynamic campaign to advertise this Festival.**

**Let us have your fully realised design for one of the following and suggest where and when it would appear to have the maximum impact:**

**EITHER: a poster**

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

**OR: a script for a local radio advert**

**OR a web site home page**

**Use the most appropriate sheets for the task and don't forget we need those dynamic ideas to ensure maximum publicity for this Festival.**

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

**Level 6 21 – 25 marks**

Candidates will use all or most of the correct conventions and key information for their choice selected. They will provide an accomplished design or script, which will be carefully conceived, showing imagination, flair and understanding of the genre. The design or script will be complete. Candidates will have clearly identified the context to have the maximum impact.

**Level 5 16 – 20 marks**

Candidates will use most of the correct conventions and key information for their choice. Candidates will present a confident and reasonably accurate response, which has been well-conceived. They will produce a confident design or script showing imagination and understanding of the genre. The design or script will be complete. Candidates will have identified the context to have good impact.

**Level 4 11 – 15 marks**

There will be correct conventions and key information evident. Candidates will present a clear response. The design or script will be completed showing understanding of the genre. There may be reference to the context for good effect.

**Level 3 6 – 10 marks**

At least some of the conventions will be evident. The design or script will be attempted showing understanding of the genre. Reference to the context may or may not have been mentioned.

**Level 2 1 – 5 marks**

Some of the conventions may be evident. The design or script will be attempted showing some understanding of the genre.

**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.