

GCSE 2004

June Series



Mark Scheme

Media Studies *(3571/F)*

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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GCSE MEDIA STUDIES (3571/F)**FOUNDATION TIER****MARK SCHEME 2004**

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.

Candidates are expected to have prepared their responses. The preparation period should be reflected in their responses, even at this level.

Candidates’ experiences of local and community radio will be varied, examiners need to bear this in mind when marking responses. If references and examples are limited, this does not necessarily mean lower mark boundaries.

The paper is a simulation and any references to being in role should be rewarded.

Task 1**Total: 25 marks**

Describe some of the ways that local radio stations have appealed to listeners since they began broadcasting in the mid 1960s.

Candidates may include some of the following but it is not intended to be an absolute checklist:

- *increased variety and number of stations*
- *now interactive, lively, spontaneous, music tastes, interviews with celebrities, matters which affect them etc.*
- *community issues highlighted*
- *any response that discusses technological changes in the industry*

Level 6 21 – 25 marks

A clear indication of how local radio appeals to the community it serves, discussing, for example, music input, celebrity interviews, gossip, presenters, style, tone, role models, relevance etc. Candidates produce a clear and logical response with reasonable accuracy and with some sense of the development of the local radio industry.

Level 5 16 – 20 marks

Appeal to audiences discussed in some detail. Candidates produce a clear response, showing **good** understanding of the local radio industry.

Level 4 11 – 15 marks

Appeal to audience discussed. Candidates produce a **reasonably clear** response showing understanding of the local radio industry.

Level 3 6 – 10 marks

There may be reference to audience appeal. Candidates produce a response that **attempts** a basic understanding of the local radio industry.

Level 2 1 – 5 marks

Candidates attempt to identify the appeal of local radio.

Level 1 0 marks

Candidates offer no relevant response.

Task 2**Total: 25 marks**

- On your programme *schedule* sheet fill in the name of your *programme*, the content of your one-hour programme and your time slot. You might like to include music, interviews, *special interest features*, *jingles*, competitions and anything else that you think would appeal.
- In your answer booklet explain:
 - how your programme content would appeal to your target audience
 - how your programme content would be appropriate for your time slot.

Conventions may include such things as:

- *music tracks of an appropriate length*
- *live and recorded features*
- *links*
- *interactive nature of the medium*

Level 6 21 – 25 marks

Candidates produce a clear and logical response with reasonable accuracy. The name should be appropriate and memorable. Consideration of the conventions evident. Explanations are clear and focussed with clear reference of the appeal to the target audience. Discussion about the appropriateness of the content especially in relation to the time slot chosen should be rewarded.

Level 5 16 – 20 marks

Candidates produce a response with some of the necessary ingredients and conventions, although there may be imbalance. Explanations are organised and relevant with some attempt to explain the target audience and how the programme appeals.

Level 4 11 – 15 marks

There will be some evidence of relevant conventions but this may be implicit. Explanations are clear but might not necessarily cover all the relevant points.

Level 3 6 – 10 marks

Candidates respond with a basic awareness of conventions. There may be explanations offered, but they are likely to be inappropriate or lacking in detail.

Level 2 1 – 5 marks

Candidates offer a recognisable schedule.

Level 1 0 marks

Candidates offer no relevant response.

Task 3**Total: 25 marks**

It is important that we attract as many listeners in the local community as possible for your programme. What promotional devices could you use to publicise your slot and why would you use them? You might like to consider *trails*, posters, *flyers* and anything else you can think of.

Level 6 21 – 25 marks

Candidates produce an imaginative and workable response which may combine written and design ideas. Justifications are clear and convincing.

Level 5 16 – 20 marks

Candidates produce a lively and appropriate response. Justifications are reasonably convincing.

Level 4 11 – 15 marks

Candidates offer an appropriate response with some justification.

Level 3 6 – 10 marks

Candidates offer a response that includes some relevant information.

Level 2 1 – 5 marks

Candidates attempt to respond with some information.

Level 1 0 marks

Candidates offer no relevant response.

Task 4**Total: 25 marks**

Now design an eye-catching poster that could be displayed around the local community to publicise your programme. You should include all the appropriate information. (Use the design sheet.)

Level 6 21 – 25 marks

Candidates produce a clear and eye-catching design, incorporating all or most of the relevant conventions, appropriate information and with consideration of the intended audience. Lively and appealing designs should be rewarded, especially where colour, logos etc. have been included. Any explanations should be rewarded.

Level 5 16 – 20 marks

Candidates produce an engaging response with most of the relevant conventions and appropriate information. Designs may be appealing to the target audiences, but may not be entirely appropriate.

Level 4 11 – 15 marks

Candidates produce a reasonably appropriate response that contains some of the relevant conventions and information.

Level 3 6 – 10 marks

Candidates produce a basic response with some recognisable conventions and/or design skills.

Level 2 1 – 5 marks

Candidates produce a recognisable design.

Level 1 0 marks

Candidates offer no relevant response.