

GCSE 2004

June Series



Mark Scheme

Media Studies (3571/H)

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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Set and published by the Assessment and Qualifications Alliance.

GCSE MEDIA STUDIES (3571/H)**HIGHER 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 these responses. The preparation period should be reflected in their responses especially 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(a)**Total: 20 marks**

Local and community radio has to consider the needs of a wide *demographic* audience in a small geographic area. How do they seek to achieve this?

- *Candidates may refer to (this is not an exhaustive list):*
- *music*
- *presenters*
- *style*
- *features (changing according to the day)*
- *local events, interests, issues*
- *local news and weather*
- *local traffic*
- *restrictions and regulations.*

Level 5 16 – 20 marks

Candidates produce a clear, concise and accurately expressed response with clear evidence of understanding of the conventions of the **local radio** industry and those of community radio. They should be rewarded for any originality in their response including recognition of new platforms available through new technology.

Level 4 11 – 15 marks

Candidates provide a reasonably expressed response showing understanding and knowledge of the conventions of the local and/or community radio industry. Responses include references to the local community and its needs and how they are served. Marks should always be awarded for originality.

Level 3 6 – 10 marks

Candidates provide a fairly coherent account of the industry showing understanding of its conventions. There may be only limited references to local or community needs.

Level 2 1 – 5 marks

Candidates present a less coherent account but some understanding of the conventions is evident.

Level 1 0 marks

Candidates fail to answer the question or present responses with little or no understanding evident.

Task 1 (b)**Total: 20 marks**

Since 1967, local radio stations have had the *remit* to provide a ‘public service’. In what ways have they done this? Give examples.

Candidates may include some of the following but it is not meant to be an exclusive list:

- *respectability: maintenance of standards*
- *regularity: features and news items, time checks etc.*
- *reliability: maintaining honesty and integrity*
- *public information: warnings and notification*
- *local information: traffic, flood warnings etc.*
- *announcements*
- *educational messages: safe sex etc. for young audiences*
- *matters that affect the community.*

Level 5 16 – 20 marks

Candidates produce a clear, concise and accurately expressed response. There is clear understanding of the ‘public service’ aims and knowledge of how much of a public service is still provided by not only the BBC but also ILR and Community Radio. Responses include references to how local and community radio caters for the needs of the community it serves.

Examples must be offered of how local radio stations have managed to do this. Reward any answers that give examples from different time spans. References may tend to be very personal. This is the task where the non-contemporary context is found so candidates who refer to the development of local radio should be rewarded.

Level 4 11 – 15 marks

Candidates provide a reasonably well expressed account of the ways local radio stations have provided a public service and may make reference to how this has developed.

Level 3 6 – 10 marks

Candidates provide a less well expressed account but understanding of the ‘public service’ ethos will be evident.

Level 2 1 – 5 marks

Candidates make a reasonable attempt to respond to the task, but ideas are few and/or less well defined.

Level 1 0 marks

Candidates fail to answer the question or present responses with little or no understanding evident.

Task 2**Total: 20 marks**

What do you consider to be the main differences and similarities between the content, style and presentation on BBC local radio stations and local commercial and community radio stations in your area? You may refer to either stations in your local area or stations you have researched.

Candidates *may* include:

- *BBC local radio audiences tend to be broader in age and socio-type than ILR which tends to be more youth orientated. Community radio has very specific audiences which would influence content*
- *listeners in general are attracted to stations rather than programmes*
- *young people tend to want music, particularly of their own preference – hence the need for local or community radio*
- *personalities of local presenters*
- *time checks, weather, and news particularly local news, travel news etc.*
- *interviews, celebrities and other ‘interesting’ people*
- *BBC, clean, honest etc., ILR and community radio, often less responsible but aware of needing to keep their licences*
- *their radio station is in a unique position of being a limited licence – will attract a potentially large audience tuning in for the 24-hour period*
- *funding and regulation.*

Level 5 16 – 20 marks

Candidates produce a clear, concise and accurately expressed response which confidently recognises the differences and similarities in content, style and presentation and how they relate to their local network, ILR, and community radio stations or any other station. The commercial aspect of ILR will be clear. Any references outside their own area should be rewarded although responses may tend to be local to them.

Level 4 11 – 15 marks

Candidates produce a coherent account of the differences and similarities in content, style and presentation with reference to more than just one type of local station.

Level 3 6 – 10 marks

Candidates articulate a reasonable response showing understanding of issues of content, style and presentation. References may be limited to one type of local station.

Level 2 1 – 5 marks

Candidates provide a response that tackles some of the similarities and differences.

Level 1 0 marks

Candidates fail to answer the question or present responses with little or no understanding evident.

Task 3**Total: 20 marks**

Using the programme *schedule* sheet provided, plan the one-hour slot you are responsible for. You will first have to come up with a *programme* name. Then identify the programme content, including *features* and *drops-ins*, as well as any music you may wish to play. Justify all your choices and say how they will appeal to your target audience.

Level 5 16 – 20 marks

Candidates provide a clear and concise response that caters for the target audience(s). Timing is appropriate with a strong sense of programme identity. An appropriate name is offered with variety in the content, regular slots and most of the appropriate items that make it a community radio station. Explanation and reasoning, particularly of how it will appeal to their target audience(s) is evident.

Level 4 11 – 15 marks

Candidates provide a coherent and workable response with acknowledgement and explanation of most of the pointers in the task.

Level 3 6 – 10 marks

Candidates produce a workable response to the task referring to most of the pointers. There is an attempt to show how these features will appeal to audience(s), but this may be implicit.

Level 2 1 – 5 marks

Candidates produce a response to the task showing an awareness of some of the necessary features within a programme.

Level 1 0 marks

Candidates fail to answer the question or present responses with little or no understanding evident.

Task 4**Total: 20 marks**

‘Converse’ Radio will be responsible for advertising the station but you know the local community better than we do. Identify an appropriate station name and then produce one of the following to promote the radio station:

EITHER: an eye-catching design for a poster for display in your local community (use the design sheet)

OR: copy for an article to appear in your local newspaper (300-400 words)

OR: the home page for a web site (use the design sheet).

Level 5 16 – 20 marks

Candidates respond with attention to the relevant conventions of the particular medium chosen. Station identity, appeal, frequency, date and times etc. are clearly identified whatever the choice of response. Posters contain the relevant conventions; the copy should be relevant and appealing in content and the web site home page should again contain the relevant conventions. Reward can then be given for the impact, relevance and appropriateness of the design or copy. Any explanation should be rewarded.

Level 4 11 – 15 marks

Candidates respond with attention to most of the relevant conventions of the particular medium. Most of the necessary information will appear on or in the design or copy. Some impact evident.

Level 3 6 – 10 marks

Candidates respond with some of the relevant conventions of the chosen medium.

Level 2 1 – 5 marks

Candidates make a recognisable attempt at the task.

Level 1 0 marks

Candidates fail to answer the question or present responses with little or no understanding evident.