



# General Certificate of Secondary Education

## Media Studies 3571

*3571/H Higher Tier*

# Mark Scheme

*2006 examination – June series*

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.

## **Higher Tier 3571/H**

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

Examiners are expected to mark fairly, consistently and positively.

Reward any of the following:

- any ‘in role’ response;
- any reference to the brief;
- any ‘change’, whether to do with technology, sociological changes etc.;
- any evidence of research;
- if there is a range of examples;
- any originality of thought.

### **Quality of Written Communication**

Examiners should reward responses which are well organised, clearly expressed and use appropriate terminology.

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

**It would help us to plan the new comic if we could be clear about how children’s comics have developed since they were first published. Give us your thoughts and discuss the significant changes.**

*(Note to examiners: the non-contemporary context should be well established by now and so we should be expecting a good range of examples from different times. References to American comics can be rewarded if included with the study of British comics.)*

**Level 6 21 – 25 marks**

In a **sophisticated** and **well-argued** response, candidates demonstrate **clear** understanding of the forms and conventions of children’s comics and how the style and content has developed over time. Candidates at the top of this band offer **detailed examples** covering a range of children’s comics and may make reference to audience appeal. Responses at this level are **confident and coherent** with evidence of **close** textual reference and a **thorough** grasp of the comic industry.

**Level 5 16 – 20 marks**

In a **sound** and **well considered** response, candidates demonstrate **understanding** of the forms and conventions of children’s comics with some reference to how the style and content has developed over time. Candidates offer a **range of examples**. Responses at this level are **sound and logical** with **some detailed** evidence of textual reference and a **sound** grasp of the comic industry.

**Level 4 11 – 15 marks**

In a **reasoned** response, candidates demonstrate **an understanding** of the forms and conventions of children’s comics. Responses at this level are **satisfactory** with evidence of textual reference and a **satisfactory** grasp of the comic industry.

**Level 3 6 – 10 marks**

In their response candidates demonstrate **some** understanding of the forms and conventions of children’s comics. Responses at this level are **reasonable** with **some** evidence of textual reference and **some** grasp of the comic industry.

**Level 2 1 – 5 marks**

Candidates’ responses demonstrate **some** understanding of the forms and conventions of children’s comics. Responses at this level are **reasonable** but there may be **little** textual reference.

**Level 1 0 marks**

Candidates fail to offer any meaningful response.

**Task 2**

**Total: 25 marks**

- **We need to consider our rivals. What are the key features of the comics you think are likely to be our biggest competitors?**
- **However, we want to move things on. How can we make our comic different and appeal to today's audience?**

**Level 6 21 – 25 marks**

Responses demonstrate **clear** understanding of the competition in the contemporary comic industry. The candidate recognises the competitors and offers a **convincing** strategy for reviving comic appeal. Candidates offer **imaginative suggestions** for how the values of comic production appeal to different audiences and how their comic could appeal to a new generation. Candidates provide **succinct and creative** suggestions for a strategy that adheres to the brief and Hat Comics' instructions for an appealing and lively production. A **confident and coherent** response showing a **clear grasp** of the construction of children's comics.

**Level 5 16 – 20 marks**

Responses **demonstrate understanding** of the competition in the comic industry. The candidate recognises the competitors and offers some ideas for a strategy for reviving comic appeal. Candidates offer **sound suggestions** of how values of comic production appeals to different audiences and how their comic could appeal to a new generation. Candidates provide **concise** suggestions for a strategy that adheres to the brief and Hat Comics' instructions. A **clear and logical** response showing a **sound grasp** of the construction of children's comics.

**Level 4 11 – 15 marks**

Responses **show understanding** of the competition in the comic industry and offer some suggestions for reviving the comic industry. At this level there is less clarity and coherence. Candidates offer **reasonable suggestions** for a strategy that adheres to the brief and Hat Comics' instructions. A **satisfactory** response showing a **grasp** of the construction of children's comics with some discussion of the appeal of their comic.

**Level 3 6 – 10 marks**

Candidates show **some understanding** of how comics appeal to the modern target audience but explanations may be less secure. Candidates **may provide suggestions** for a strategy that adheres to the brief and Hat Comics' instructions. The response shows **some grasp** of the construction of children's comics.

**Level 2 1 – 5 marks**

Candidates tend to **describe rather than explain** how comics appeal to audience(s). Any understanding of changing values or suggestions are unlikely to be appropriate. Candidates **who refer** to the brief in their response should be rewarded. There should be some evidence of understanding of children's comics.

**Level 1 0 marks**

Candidates fail to offer any meaningful response.

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

**We want to see how your ideas would look. Suggest a title for the new comic, devise a new character and give an outline of a sample storyline. Feel free to include any sketches if you think they might be helpful. Explain how your suggestions are in line with the brief.**

*(Note to examiners: any sketches that support or inform the response should be rewarded appropriately.)*

**Level 6 21 – 25 marks**

Candidates show **flair and imagination** in producing a credible title and character, and a realistic storyline with some possible evidence of how it appeals to the target audience. There is evidence of a **clear grasp** of the forms and conventions of comics which provides a **coherent and lively** narrative in line with the brief and Hat Comics' ethos. Candidates offer a convincing explanation of how their suggestions meet with the brief.

**Level 5 16 – 20 marks**

Candidates produce a **creative** title, character and storyline which may include appeal to the target audience. There is **sound** evidence of the forms and conventions of comics which provides a **clear and entertaining** narrative in line with the brief and Hat Comics' ethos. Candidates offer an explanation of how their suggestions meet with the brief.

**Level 4 11 – 15 marks**

Candidates produce a title character and storyline. There is **satisfactory** evidence of the forms and conventions of comics which provides a **convincing** narrative with reference to the brief and Hat Comics' ethos. Candidates attempt an explanation of how some of their suggestions meet with the brief.

**Level 3 6 – 10 marks**

Candidates produce a title character and/or storyline, but there is likely to be unevenness in the response. There is **reasonable** evidence of the conventions of comics providing a **recognisable** narrative which may show reference to, or consideration at least of, some of the brief and Hat Comics' ethos.

**Level 2 1 – 5 marks**

Candidates produce a title character and/or storyline which may not be appropriate. There is **some** evidence of the conventions of comics. Any **recognisable** narrative or awareness of the brief and/or Hat Comics' ethos should be rewarded.

**Level 1 0 marks**

Candidates fail to offer any meaningful response.

**Task 4**

**Total: 25 marks**

**Come up with a design for the launch issue of the comic featuring your character in the storyline you have suggested.**

**You should produce:**

**EITHER: the front cover for a print version**

**OR: the home page for an on-line edition.**

**Remember to apply the usual conventions. Use the A3 design sheets.**

*(Note to examiners: production skills are a key assessment objective and the task asks for design - not perfect artwork. Reward candidates who have understood the concept and the conventions but who may not necessarily have the artistic skills.)*

**Level 6 21 – 25 marks**

Candidates provide a **coherent and cogent** design which includes the main conventions of the chosen medium. It is **convincing** with **clear** reference to the preceding tasks and Hat Comics' ethos.

**Level 5 16 – 20 marks**

Candidates provide an **apt and appealing** design which includes most of the relevant conventions of the chosen medium. The response is **detailed** with reference to the preceding tasks and Hat Comics' ethos.

**Level 4 11 – 15 marks**

Candidates provide a **clear and appropriate** design which includes some relevant conventions of the chosen medium. The response should have some reference to the brief or ethos.

**Level 3 6 – 10 marks**

Candidates provide an **appropriate** design with some conventions of the chosen medium. Any reference to the brief or ethos should be rewarded.

**Level 2 1 – 5 marks**

Candidates provide a recognisable design which includes some of the conventions of the chosen medium.

**Level 1 0 marks**

Candidates fail to offer any meaningful response.