



General Certificate of Secondary Education

Media Studies 3571

Foundation 3571/F

Mark Scheme

2007 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.

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GCSE MEDIA STUDIES (3571/F)

FOUNDATION TIER

MARKING SCHEME 2007

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

Examiners are expected to mark fairly, consistently and positively.

Reward any of the following:

- 'in role' response;
- reference to the brief;
- understanding of technological or sociological influences on the industry etc;
- evidence of research;
- a range of examples;
- originality of thought;
- understanding of the development of the music press.

Quality of Written Communication

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

Examiners are expected to use the full range of marking criteria.

Task 1

Total: 25 marks

Tell us the qualities that music publications should demonstrate to make them successful in their appeal to readers. These might be print and/or on-line. You should compare at least two different examples, one of which was published before the mid 1980s.

Level 6 21 – 25 marks

Candidates offer a **detailed, focussed and credible** exploration of the qualities of at least two appropriate examples of music publications. They **clearly demonstrate** their knowledge over the two publications and offer **clear and confident** explanation of success in their appeal to readers.

Level 5 16 – 20 marks

Candidates offer a **credible** exploration of the qualities of two appropriate publications. They **demonstrate** knowledge and offer **clear** assessment of success in their appeal to readers.

Level 4 11 – 15 marks

Candidates **offer some exploration** of the qualities of two examples of music publications. There may be imbalance at this level, but there is some assessment of success.

Level 3 6 – 10 marks

Candidates **identify** the qualities of music publications. Any **reference** to success should be rewarded. Responses are likely to be personal.

Level 2 1 – 5 marks

Candidates **describe** one or possibly two publications with no sense of analysis or understanding.

Level 1 0 marks

Candidates fail to offer any meaningful response.

Task 2

Total: 25 marks

Identify your chosen genre and target audience. Now give us your suggestions for:

- **a title**
- **a possible contents list**
- **regular features**
- **potential advertisers**
- **structure and organisation.**

Level 6 21 – 25 marks

Candidates identify their music genre and an **appropriate and credible** target audience. Candidates offer **imaginative** suggestions for a title, contents list, features, advertisers and structure and organisation that are **appropriate** to the brief. There is **evidence of flair and creativity** so that the suggestions offered will have **clear impact and relevance**.

Level 5 16 – 20 marks

Candidates identify their music genre and an **appropriate** target audience. Candidates offer a **suitable** title, and suggestions for the contents, features, advertisers and structure and organisation that are **appropriate** to the brief. There is **evidence of imagination** with some **impact and relevance**.

Level 4 11 – 15 marks

Candidates identify a music genre and/or target audience but appropriateness may be questionable. Candidates offer **reasonable** ideas for a title, and suggestions for the contents, features, advertisers and structure and organisation but they may not be necessarily entirely appropriate. There is some **evidence of imagination**.

Level 3 6 – 10 marks

Candidates may **offer suggestions** for a music genre and/or target audience. They may offer some or all of the following: a title and/or contents, features, advertisers, structure and organisation, but they are not likely to be fully developed.

Level 2 1 – 5 marks

Candidates **attempt a response** to title, contents, features or layout.

Level 1 0 marks

Candidates fail to offer any meaningful response.

Task 3

Total: 25 marks

Focussing on the launch edition for your chosen genre, design:

EITHER the front cover of the print version of your new publication

OR the on-line home page for that publication.

You should bear in mind the appropriate conventions. Use the A3 design sheets.

Level 6 21 – 25 marks

Candidates offer designs for an **appropriate** front cover or home page, which fulfils the criteria of the brief and bSharp's instructions. There is **evidence of creativity and imagination** so that the graphic work has **clear impact and design purpose**. The **conventions** of front covers or home pages are **largely adhered to**, producing a front cover or home page which is **coherent, appealing and informative**.

Level 5 16 – 20 marks

Candidates offer designs for an **appropriate** front cover or home page. There is some **evidence of creativity in graphic elements** with some **impact and design purpose**. The **conventions** of front covers or home pages are **evident**.

Level 4 11 – 15 marks

Candidates offer a **relevant** front cover or home page with **some evidence of creativity and purpose**. Some of the **conventions** are **evident**; however, there may be imbalance in the response.

Level 3 6 – 10 marks

Candidates offer a **plausible** front cover or home page with some awareness of the **conventions evident**.

Level 2 1 – 5 marks

Candidates **attempt an identifiable** front cover or home page, with the rudiments of **some of the conventions evident**.

Level 1 0 marks

Candidates fail to offer any meaningful response.

Task 4

Total: 25 marks

Explain the appeal of your publication to the target audience in terms of:

- **title**
- **contents list**
- **regular features**
- **advertisers**
- **cover/home page**
- **structure and organisation.**

Level 6 21 – 25 marks

There is a **firm** sense of the publication being pitched **appropriately** to the target audience. The response **demonstrates convincing** explanations of appeal. Contents, features, advertisers, cover/home page and structure and organisation are **convincingly discussed**.

Level 5 16 – 20 marks

There is a **clear** sense of the publication being pitched **appropriately** to the target audience. The response **demonstrates clear** explanations of appeal. Contents, features, advertisers, cover/home page and structure and organisation are **clearly discussed**.

Level 4 11 – 15 marks

There is a sense of the publication being pitched **appropriately** to appeal to the target audience. Suggestions made **demonstrate some** understanding of appeal. Contents, features, advertisers, cover/home page and structure and organisation are **discussed**.

Level 3 6 – 10 marks

There is some sense of the publication being pitched to appeal to the target audience. Suggestions made **demonstrate limited** understanding of appeal. Contents, features, advertisers, cover/home page and structure and organisation are **discussed** but may tend to be descriptive.

Level 2 1 – 5 marks

Responses are likely to be mainly descriptive. References to appeal are likely to be **personal** rather than about the target audience. **Any reference** to the contents, features, advertisers, cover/home page and structure and organisation **in terms of appeal** should be rewarded.

Level 1 0 marks

Candidates fail to offer any meaningful response.