



General Certificate of Secondary Education

Media Studies 3571

Higher 3571/H

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/H)

HIGHER TIER

MARKING SCHEME 2007

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

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 and independent learning;
- a range of examples;
- originality of thought;
- 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

What do you think makes a successful music publication? You need to consider at least three publications, either in print and/or on-line, at least one of which was published before the mid 1980s. What made these publications successful and significant at a given moment in time?

Level 6 21 – 25 marks

In a **sophisticated** and **well-argued** response, candidates demonstrate **detailed** understanding of the content, appeal and selling proposition of at least three examples of music publications, an awareness of the links between audience and publication and will have **clear ideas** about what was successful and significant over the years.

Level 5 16 – 20 marks

In a **sound** and **well considered** response, candidates demonstrate **understanding** of the content, appeal and selling proposition of at least three examples of music publications, **some awareness** of the links between audience and publication and make **appropriate** suggestions about what was successful and significant over the years.

Level 4 11 – 15 marks

In a **reasoned** response, candidates demonstrate **some understanding** of the content, appeal and selling proposition of at least three examples of music publications. There may be **some reference** to the links between audience and publication with **some** ideas about what was successful and significant over the years.

Level 3 6 – 10 marks

In a **clear** response, candidates demonstrate **limited understanding** of the content, appeal and selling proposition of at least three examples of music publications with **limited** reference to what was successful and/or significant.

Level 2 1 – 5 marks

Candidates' responses demonstrate **some** understanding of the content and appeal of examples of music publications and there may be some attempt to offer suggestions about what was successful.

Level 1 0 marks

Candidates fail to offer any meaningful response.

Remember, the non-contemporary context should be well established by now and so we should be expecting examples from different times.

Task 2

Total: 25 marks

What is your chosen music genre? Define your target audience; suggest a title, sample contents list, ideas for regular features over the first four editions, potential advertisers and the structure and layout of the publication. Having researched your target audience, what will the cover features be for the first four editions?

Level 6 21 – 25 marks

Candidates identify their chosen genre and target audience, demonstrate **clear understanding** of the significance of an appropriate title, contents, features, advertisers, layout and structure. Candidates offer **succinct and creative** suggestions that adhere to the brief. A **confident, coherent and workable** response showing a **clear grasp** of the construction of music publications and the way they position their audience.

Level 5 16 – 20 marks

Candidates identify their chosen genre and target audience. Responses **demonstrate understanding** of the significance of an appropriate title, contents, features, advertisers, layout and structure. Candidates offer **sound and concise suggestions** that adhere to the brief. A **clear and logical** response showing a **sound grasp** of the construction of music publications and the way they position their audience.

Level 4 11 – 15 marks

Candidates identify their chosen genre and target audience. Responses show **some understanding** of the need for a suitable title, contents, features, advertisers, layout and structure. Although at this level there may be less clarity and coherence, candidates offer **reasonable suggestions** for contents, features and structure that generally adhere to the brief. A **satisfactory** response showing a **grasp** of the construction of music publications and the way they position their audience.

Level 3 6 – 10 marks

Candidates identify their chosen genre and target audience. Candidates **offer some examples** of what contents should be included and the structure of the magazine. Candidates may **provide suggestions** that adhere to the brief. The response shows **some grasp** of the construction of music publications and some awareness of audience.

Level 2 1 – 5 marks

Candidates offer suggestions for their chosen genre and target audience. Candidates **who refer** to the brief in their response should be rewarded. There should be **some evidence** of understanding of music publications and/or their audiences.

Level 1 0 marks

Candidates fail to offer any meaningful response.

Task 3

Total: 25 marks

Focussing on the launch edition of your chosen genre, design one of the following:

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

OR the on-line home page for that publication.

Use the A3 design sheets.

Level 6 21 – 25 marks

Candidates provide a design which shows **flair and imagination**, with evidence of a **clear grasp** of the main conventions of the chosen medium. The content is **coherent and convincing** with reference to other tasks and closely targeted at a **viable** audience.

Level 5 16 – 20 marks

Candidates provide an **engaging** design with elements of creativity, which shows **sound** evidence of the relevant conventions of the chosen medium. The content is **convincing** with reference to the other tasks and targeted at a **credible** audience.

Level 4 11 – 15 marks

Candidates provide a **clear and appropriate** design, which shows evidence of the conventions of the chosen medium. The content is **clear** and should be targeted at a **identifiable** audience.

Level 3 6 – 10 marks

Candidates provide a **generally appropriate** design with **some** evidence of conventions of the chosen medium. Any sense of audience, even if it lacks viability, 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.

In assessing task 3, we are interested in whether the front cover or homepage performs its key roles as an advertisement for and way into the publication. It should address and appeal to the targeted audience; there should be a sense of promise and reward, of more to discover and be engaged by within or deeper into the publication. The design should be judged on its integrity, fitness for purpose and compositional soundness – this is a call for design awareness rather than artistic flair. With websites, it helps to bear in mind a three-part evaluative framework: (1) aesthetics & design (including organisation); (2) functionality & interactivity; (3) content & appropriateness for audience.

Task 4

Total: 25 marks

Convince us that your publication is going to be successful and will appeal to your target audience.

Level 6 21 – 25 marks

Candidates provide a **coherent and convincing** explanation of audience expectation and appeal. There is a **well-argued and cogent** rationale explaining the ideas and reasons for their publication's success. The response is **convincing and persuasive** with clear reference to the preceding tasks.

Level 5 16 – 20 marks

Candidates provide a **clear** explanation of audience expectation and appeal. There is a **sound** rationale explaining the ideas and reasons for their publication's success. The response is **detailed and at least fairly persuasive** with clear reference to the preceding tasks.

Level 4 11 – 15 marks

Candidates provide a **satisfactory** explanation of audience expectation and appeal. There is a **plausible** rationale offered explaining the ideas and reasons for their publication's success. The response is **clear and fairly detailed** with reference to the preceding tasks.

Level 3 6 – 10 marks

Candidates **provide an explanation** of audience appeal. There may be a rationale offered explaining the ideas and reasons for their publication's success. The response is **fairly clear** and **may** include some reference to the preceding tasks.

Level 2 1 – 5 marks

Candidates **may provide** an explanation of audience appeal and/or offer explanations for the success of the publication.

Level 1 0 marks

Candidates fail to offer any meaningful response.

Any sketches that support or inform the response should be rewarded appropriately.