



**General Certificate of Secondary Education
June 2013**

Media Studies

48101

(Specification 4810)

Unit 1: Investigating the Media

FINAL

Mark Scheme

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 events which all examiners participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the students' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for standardisation each examiner analyses a number of students' scripts: alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, examiners encounter unusual answers which have not been raised 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 students' 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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GUIDANCE TO EXAMINERS

Investigating the Media (48101)

60 marks

4 tasks worth 15 marks each

Three Assessment Objectives are tested in this examination.

AO1: Knowledge and Understanding

AO3: Research, Planning and Presentation

AO4: Production and Evaluation

The Assessment Objective weightings for each task are provided in the grid on page 14. The mark scheme is divided into 5 levels, each with an individual mark range. The quality of response expected for each level is described in the marking grids. The marking grids for AO1 and AO4 are specific to each task. The generic marking grid for AO3 applies to tasks 1, 2 and 3.

Approach

Examiners should reward evidence of the following:

- in role response
- relevance to the brief
- use of exemplification

Examiners are reminded of the Quality of Written Communication expectations highlighted in section 4.2 of the specification.

Students should:

- organise information clearly and coherently, using specialist vocabulary when appropriate
- select and use a form and style of writing appropriate to purpose and to complex subject matter
- ensure responses are legible and that as far as possible spelling, punctuation and grammar are accurate **so that meaning is clear**

Marking Annotation

Examiners are reminded that it is essential to annotate while marking. It is not enough to tick every page of writing. Students can ask to see their papers and they have the right to see how and why the mark their work was given was rewarded. Summative comments must be made at the end of each response. These must demonstrate that the mark scheme has been applied and clearly indicate the reasons for the mark rewarded. Such comments should explain the level that the student's response has been placed in. A model marked script is available via the online standardisation system.

You are encouraged to use these annotations. They should be written in the left hand margin alongside the relevant point to which they refer:

G	Genre
✓	Good point made
✓✓	Very good point made
Eg	Example/Illustration
Eg✓	Good Example/Illustration
Ex	Explanation/Exploration/Expansion/Evaluation
T	Terminology used
F	Focus on brief
Eg?	Needs Example Illustration
Ex?	Needs Explanation/Exploration/Expansion/Evaluation
Rept	Repetition

Points to remember

- apply the mark scheme
- reward responses that show evidence of students demonstrating what they know and can do in the context of Media Studies. The list of suggested content for each task is not exclusive and students are not necessarily expected to cover all of it.
- be prepared to reward unusual responses. If in doubt consult your Team Leader
- use the entire mark range

0	1
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In our view the function of the music press is to:

- spark interest in a wide range of music genres
- encourage exciting new talent
- allow fans to connect with their favourite bands/artistes.

How successful is the music press in doing this? Provide examples drawn from your research into both print and online magazines. (15 marks)

Suggested content

spark interest in a wide range of music genres

- reviews/articles about different music genres
- promotion of music events/new releases
- latest news/gossip about artistes/bands
- representation of fan subculture

encourage exciting new talent

- live music reviews
- availability of music downloads
- spotlight features on new bands/artistes
- festival/gig guides

allow fans to connect with their favourite bands/artistes

- links to Facebook and Twitter
- reader forums
- competitions to meet artistes/bands
- user generated content

LEVEL	AO1	AO1 Marks 10	AO3	AO3 Marks 5
6	Informed evaluation of the success of the music press Three well chosen examples are utilised convincingly in the response Detailed knowledge of the function of the music press referring to all three bullet points	9 - 10	This tests the ability of students to demonstrate research, planning and presentation skills Response is well organised and skilfully tailored to respond to the demands of the pre-release material Written expression is accurate and clear with a confident use of media terminology	5
5	Good evaluation of the success of the music press Two or more relevant examples are utilised effectively in the response Sound knowledge of the function of the music press referring to all three bullet points	7 - 8	Response is organised and shaped to respond to the demands of the pre-release material Written expression is clear using appropriate media terminology	4

4	<p>Satisfactory evaluation of the success of the music press</p> <p>At least two examples are utilised satisfactorily in the response</p> <p>Knowledge of the function of the music press referring to at least two bullet points</p>	5 - 6	<p>Response is appropriate and mostly responds to the demands of the pre-release material</p> <p>Written expression is generally clear and might use some media terminology</p>	3
3	<p>Basic evaluation of the success of the music press</p> <p>The response is supported with example(s)</p> <p>Some knowledge of the function of the music press referring to one or more bullet points</p>	3 - 4	<p>Response is not totally secure. Attempt has been made to respond to the demands of the pre-release material</p> <p>Written expression is not always clear and has some inaccuracies</p>	2
2	<p>Limited evaluation of the success of the music press</p> <p>Limited knowledge of the function of the music press which may or may not refer to the bullet points</p>	1 - 2	<p>A partial response showing some attempt to respond to the demands of the pre-release material</p> <p>Written expression is inaccurate and confused</p>	1
1	No work worthy of a mark	0	No work worthy of a mark	0

0	2
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We are convinced that publishing online rather than in print is the best way forward. Do you think we are right? Give reasons for your answer. (15 marks)

Suggested content

Online

- can be regularly updated
- use of multi media functions broadens experience of user
- online forums enable fans to interact with other users and with publication
- cheaper costs for both publishers and consumers
- provides links to other sites of interest

Print

- more in depth features, less superficial
- provides posters/covermounts and other freebies
- visually more appealing
- collectable, readers able to build their own library
- can read at leisure and share with friends

LEVEL	AO1	AO1 Marks 10	AO3	AO3 Marks 5
6	Detailed knowledge and understanding of the relationship between print and online Coherent argument offered with confident grasp of benefits of both formats or convincing argument highlighting just the advantages of online	9 - 10	Response is well organised and skilfully tailored to respond to the demands of the pre-release material Written expression is accurate and clear with a confident use of media terminology	5
5	Good knowledge and understanding of the relationship between print and online Clear argument offered with good grasp of benefits of both formats or sound argument highlighting just the advantages of online	7 - 8	Response is organised and shaped to respond to the demands of the pre-release material Written expression is clear using appropriate media terminology	4
4	Satisfactory knowledge and understanding of the relationship between print and online Appropriate argument offered with satisfactory grasp of benefits of both formats or appropriate argument highlighting just the advantages of online	5 - 6	Response is appropriate and mostly responds to the demands of the pre-release material Written expression is generally clear and might use some media terminology	3

3	<p>Basic knowledge and understanding of the relationship between print and online</p> <p>Some argument offered with some grasp of benefits of both formats or some argument highlighting just the advantages of online</p>	3 - 4	<p>Response is not totally secure. Attempt has been made to respond to the demands of the pre-release material</p> <p>Written expression is not always clear and has some inaccuracies</p>	2
2	<p>Limited knowledge and understanding of the relationship between print and online</p> <p>Attempts to comment on benefits of both formats or attempts to comment on just the advantages of online</p>	1-2	<p>A partial response showing some attempt to respond to the demands of the pre-release material</p> <p>Written expression is inaccurate and confused</p>	1
1	No work worthy of a mark	0	No work worthy of a mark	0

0	3
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Provide us with your contribution for an updateable page for our online magazine. We need:

- a suitable heading
- a brief outline of content for the first four updates
- suggestions for audience interactivity
- a brief explanation of why your page will appeal to your audience. (15 marks)

Look for:

Suitable heading and outline of content

- use of words/phrases which indicate content and music genre
- ideas that are sustainable over four updates
- focus on new artistes/bands, real or imaginary

Suggestions for audience interactivity

- links to social networking sites
- use of features such as online polls/fan forums
- opportunities for user generated content

Brief explanation of appeal

- layout and design features of updateable page
- convergence with other media platforms
- provides up to date information/is entertaining
- gives sense of belonging to fan base/representation of a sub culture

LEVEL	AO1	5 Mark	AO3	5 Mark	AO4	5 Mark
6	An imaginative and workable response to the requirements of all bullet points Proposal demonstrates confident grasp of the content and conventions of magazine web pages and is in line with the brief	5	Response is well organised and skilfully tailored to respond to the demands of the pre-release material including identification of genre Written expression is accurate and clear with a confident use of media terminology	5	Convincing explanation demonstrating confident understanding of audience appeal Confident grasp of audience needs	5

5	<p>A sound and generally workable response to the requirements of all bullet points</p> <p>Proposal demonstrates good grasp of the content and conventions of magazine web pages and is generally in line with the brief</p>	4	<p>Response is organised and shaped to respond to the demands of the pre-release material</p> <p>Written expression is clear using appropriate media terminology</p>	4	<p>Good explanation demonstrating sound understanding of audience appeal</p> <p>Sound grasp of audience needs</p>	4
4	<p>An appropriate response which meets the main requirements of the task</p> <p>Proposal demonstrates satisfactory grasp of content and convention of magazine web pages and is partly in line with the brief</p>	3	<p>Response is appropriate and mostly responds to the demands of the pre-release material</p> <p>Written expression is generally clear and might use some media terminology</p>	3	<p>Satisfactory explanation demonstrating appropriate understanding of audience appeal</p> <p>Clear grasp of audience needs</p>	3
3	<p>A basic response which attempts to meet some of the requirements of the task</p> <p>Proposal demonstrates some grasp of the content and conventions of magazine web page design. Attempts to respond to the brief</p>	2	<p>Response is not totally secure. Attempt has been made to respond to the demands of the pre-release material</p> <p>Written expression is not always clear and has some inaccuracies</p>	2	<p>A basic explanation demonstrating some understanding of audience appeal</p> <p>Some grasp of audience needs</p>	2
2	<p>A limited response to the requirements of the task</p> <p>Proposal demonstrates limited grasp of the content and/or conventions of web page design</p>	1	<p>A partial response showing some attempt to respond to the demands of the pre-release material</p> <p>Written expression is inaccurate and confused</p>	1	<p>A limited explanation demonstrating a partial understanding of audience appeal</p> <p>Limited grasp of audience needs</p>	1
1	No work worthy of a mark	0	No work worthy of a mark	0	No work worthy of a mark	0

0	4
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Now show us a mock-up of what your updatable online page would look like. You should use the A3 design sheet enclosed. (15 marks)

The following indicates key conventions which are characteristic of an updatable online page:

- Overall design and layout (the look)
- Content (the main body of the text)
- Headings/subheadings
- Images/use of illustration
- Navigation aids/menus
- Hyperlinks

LEVEL	AO1	AO1 Marks	AO4	AO4 Marks
	This tests the ability of students to recall, select and communicate their knowledge and understanding	5	This tests the ability of students to construct and evaluate their own products	10
6	Response demonstrates confident knowledge and understanding of the conventions of online page design	5	Offers a workable and imaginative design fit for purpose Evidence of creativity and flair. The design will have an engaging and persuasive impact	9 - 10
5	Response demonstrates good knowledge and understanding of the conventions of online music page design	4	Offers a successful design, totally appropriate both for the product and audience There is some evidence of creativity and imagination so that the design will be persuasive	7 - 8
4	Response demonstrates satisfactory knowledge and understanding of the conventions of online page design	3	Offers an appropriate design for both the product and audience There is some evidence of creativity and imagination so that the design attempts to impact upon the audience	5 - 6
3	Response demonstrates basic knowledge and understanding of the conventions of online page design	2	Offers a recognisable design which relates to the product and the audience There is some evidence of design awareness	3 - 4

2	Designs demonstrates limited knowledge and understanding of the conventions of online page design	1	Offers a partly recognisable design which has made some attempt to relate to the product and the audience There is limited evidence of design awareness	1 - 2
1	No work worthy of a mark	0	No work worthy of a mark	0

Assessment Objectives

TASK	Knowledge and Understanding AO1 20%	Research, Planning and Presentation AO3 10%	Construct and Evaluate AO4 10%		
<table border="1"><tr><td>0</td><td>1</td></tr></table>	0	1	10	5	
0	1				
<table border="1"><tr><td>0</td><td>2</td></tr></table>	0	2	10	5	
0	2				
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0	3				
<table border="1"><tr><td>0</td><td>4</td></tr></table>	0	4	5		10
0	4				
Total	30	15	15		