



**General Certificate of Secondary Education**

*Media Studies 48101*

**Unit 1: Investigating the Media**

**Mark Scheme**

**Specimen mark scheme for examinations in June 2010 onwards**  
**This mark scheme uses the new numbering system**

## Guidance to Examiners

Examiners are expected to mark fairly, consistently and positively.

Examiners should reward any of the following:

- 'in role' response;
- reference to the brief;
- understanding of technological or sociological influences on the genre etc;
- evidence of research and independent learning;
- a range of examples;
- originality of thought;
- understanding of the development of the externally assessed topic.

The preparation period should be reflected in candidates' responses.

### Quality of Written Communication

Examiners are reminded of the Quality of Written Communication expectations highlighted in section 4.2 of the specification. They should reward responses which are well organised, clearly expressed and use appropriate terminology. Meaning should be clear.

### Assessment Objectives

While examiners are required to mark each task holistically, they are expected to bear in mind the Assessment Objective weightings in relation to each task given in the grid below:

Task	Knowledge and Understanding AO1 (20%)	Research, Planning and Presentation AO3 (10%)	Production and Evaluation AO4 (10%)
1	30		
2	0	15	15
Total	30	15	15

Further information on the Assessment Objectives can be found in section 4.2 of the specification. Examiners are expected to use the full range of marks.

**Task 1 (A)**

0	1	<b>Give us three key features of mainstream television situation comedy and provide examples to support your ideas.</b>	<b>(15 marks AO1)</b>
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In the marking of this question, the following should be considered:

- Candidates will need to demonstrate an understanding of British situation comedy as a *genre*. Successful responses will recognise features of situation comedy as codes and conventions which within any particular example, rarely change and which play a key part in the appeal of the programme.
- Three features of mainstream comedy are presented here. Candidates should refer to all three. If this is not the case then the response would be limited to level 4 and below.
- Candidates should refer to more than **one** example of British situation comedy to exemplify points made. Responses using only one example would limit the candidate to level 4 or below. However, in the assessment of the exemplification, there is a need to balance breadth with width of response.
- Non essay responses such as diagrams, mind maps, charts are totally appropriate.

**Level 6      13-15 marks**

- Candidates demonstrate a succinct and sophisticated understanding of the codes and conventions of British situation comedy
- The response is expressed confidently using appropriate media terminology
- Responses are informed by apposite and well chosen examples
- Responses may be informed by the use and integration of well chosen theory
- Responses are likely to be in role and will demonstrate close work with the brief
- Responses are communicated competently and effectively using accurate spelling, punctuation and grammar

**Level 5      10-12 marks**

- Candidates demonstrate a good understanding of the codes and conventions of British situation comedy
- The response is clearly expressed using mainly appropriate terminology
- Responses are supported by relevant examples and are generally in line with the brief
- There may be mention of relevant theory
- Responses may be in role and are communicated clearly using mainly accurate spelling, punctuation and grammar

**Level 4      7-9 marks**

- Candidates demonstrate some understanding of the codes and conventions of British situation comedy
- The response uses some appropriate media terminology
- Example (s) are offered to support points made
- Responses show some awareness of the demands of the brief with a clear attempt at effective communication using some accurate spelling, punctuation and grammar
- Responses may be in role

**Level 3      4-6 marks**

- Candidates demonstrate a limited understanding of the codes and conventions of British situation comedy
- Responses use some media terminology
- Responses are supported with some illustration but at this level are likely to be descriptive
- Candidates provide a generally clear response but spelling, punctuation and grammar may not be wholly effective

**Level 2      1-3 marks**

- Candidates demonstrate little understanding of the codes and conventions of British situation comedy
- Responses show an attempt to use media terminology
- There will be limited use of examples
- Communication, including spelling, punctuation and grammar, may be quite restricted

**Level 1      0 marks**

- No work worth the award of a mark

**Task 1 (B)**

0	2
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**A criticism of British situation comedy is that it often provides simplified and unfair representations of groups of people in our society. How far do you agree with this statement? Provide some examples to support your views.** (15 marks AO1)

In the marking of this question the following should be considered:

- Candidates will need to demonstrate an understanding of stereotyping. Successful responses will refer to both positive and negative stereotyping in British situation comedy in offering a response to the statement.
- Responses should be rewarded that consider the possible *effects* of representations of groups of people in British situation comedy on audiences.
- A successful candidate will go beyond providing examples to merely support the statement but will also look to challenging the statement using contrasting examples to support points made.

**Level 6 13-15 marks**

- Candidates offer coherent and well argued responses demonstrating a clear understanding of the use and effect of stereotypes in British situation comedy
- Responses are illustrated with well chosen and totally appropriate examples to exemplify points made
- Candidates use appropriate media terminology with confidence
- Responses are communicated competently and effectively using mainly accurate spelling, punctuation and grammar
- Responses may likely to be in role

**Level 5 10-12 marks**

- Candidates offer sound and well considered responses demonstrating a sound understanding of the use and effect of stereotypes in British situation comedy
- Responses are illustrated with a range of examples to illustrate points made
- Candidates use mainly appropriate terminology
- Responses are communicated effectively using mainly accurate spelling, punctuation and grammar
- Responses are likely to be in role

**Level 4 7-9 marks**

- Candidates offer reasoned responses demonstrating understanding of the use of stereotypes in British situation comedy

- Responses are illustrated with some appropriate examples
- Candidates attempt to use appropriate media terminology
- Responses demonstrate a clear attempt at effective communication using some accurate spelling, punctuation and grammar
- Responses may be in role

**Level 3      4-6 marks**

- In their response candidates show some understanding of the use of stereotypes in British situation comedy
- Responses are supported by some examples
- Communication, including spelling, punctuation and grammar may not be wholly effective

**Level 2      1-3 marks**

- In their response candidates show a limited understanding of the use of stereotypes in British situation comedy
- Candidates offering any examples to support points made should be rewarded
- Communication, including spelling, punctuation and grammar may be quite restricted

**Level 1      0 marks**

No work worth the award of a mark

**Task 2 (A)**

<b>0</b>	<b>3</b>
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**Now provide us with your pitch for your British sitcom. You need to think about:**

- **setting**
- **characters**
- **an appropriate title**
- **what makes it funny.**

**(15 marks AO3)**

*(Any sketches/designs that support or inform the response should be rewarded appropriately)*

In the marking of this task the following points should be considered:

- Ideas – level 6 responses will demonstrate imagination and creativity. Overtly derivative responses would be limited to level 4 or below.
- The brief requires a television situation comedy which does not “*reproduce out of date representations*” and which is targeted at “*family audiences*”. A level 6 response should clearly show an understanding of these demands.

**Level 6      13-15 marks**

- Candidates offer a convincing pitch addressing each of the points
- They demonstrate a clear grasp of ‘product’
- Candidates demonstrate a confident understanding of the forms and conventions of Television situation comedy
- Candidates proposals demonstrate imagination and creativity
- Responses meet the demands of the brief and are communicated competently and effectively using mainly accurate spelling, punctuation and grammar
- Candidates use media terminology with confidence
- Responses are likely to be in role

**Level 5      10-12 marks**

- Candidates offer a sound and well considered pitch, addressing all of the points
- Candidates demonstrate a sound grasp of ‘product’
- Candidates demonstrate a clear understanding of the codes and conventions of Television situation comedy
- Candidates’ proposals demonstrate some creativity
- Responses are mainly in line with the brief and are communicated competently using mainly accurate spelling, punctuation and grammar

- Candidates use some appropriate media terminology
- Responses are likely to be in role

**Level 4      7-9 marks**

- Candidates offer a credible pitch, addressing most of the points
- Candidates show clear evidence of the 'product'
- Candidates mostly understand the codes and conventions of Television situation comedy and this is reflected in their proposals
- Responses show awareness of the demands of the brief with clear attempt at effective communication using some accurate spelling, punctuation and grammar
- Candidates attempt to use appropriate media terminology
- Responses may be in role

**Level 3      4-6 marks**

- Candidates provide a pitch addressing some of the points
- Candidates offer some evidence of the 'product'
- Candidates offer some evidence of some understanding of the codes and conventions of Television situation comedy
- The brief is acknowledge although communication, including spelling, punctuation and grammar, may not be wholly effective

**Level 2      1-3 marks**

- Candidates provide a recognisable pitch addressing some of the points
- Candidates offer limited evidence of the 'product'
- Communication, including spelling, punctuation and grammar may be quite restricted

**Level 2      1-3 marks**

- Candidates provide a recognisable pitch addressing some of the points
- Candidates offer limited evidence of the 'product'
- Communication, including spelling, punctuation and grammar may be quite restricted

**Level 1      0 marks**

No work worth the award of a mark



**Task 2 (B)****EITHER**

0	4
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**We plan to use the internet to promote the successful entry. Design the homepage of a website for your programme. You should use the A3 design sheet enclosed.** *(15 marks AO4)***OR**

0	5
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**We plan to use the internet to promote the successful entry. Sequences from the winning entry will be placed on our website. Storyboard a 30 second extract from your pilot programme which introduces two of the main characters. You should use the ten frame storyboard sheet enclosed.** *(15 marks AO4)*

In the marking of this task, the following points should be considered:

- Where candidates have misunderstood the task and have produced a link page for a website or a trailer, responses will be limited to level 4 or below.
- Reward candidates who have understood how a website home pages can be used as a tool of promotion or who have a secure understanding of the purpose of a pilot programme in introducing main characters.
- High level responses should have a secure understanding of homepage/story board conventions.

**Level 6      13-15 marks**

- Candidates offer a design wholly appropriate both to the product and target audience
- There is evidence of creativity and imagination so that the design created has an engaging and persuasive impact
- The conventions of storyboarding /home page design using mainly media terminology are adhered to
- Candidates produce a design which is completely in line with the brief
- There is clear evidence of design flair and the ability to create a sophisticated design within the constraints of a 30 second storyboard or web site home page

**Level 5      10-12 marks**

- Candidates offer a design appropriate both to the product and to the target audience
- There is some evidence of creativity and imagination so that the design will be persuasive
- The conventions of storyboarding /home page design using some appropriate media terminology are adhered to

- Candidates produce a design which is in line with the brief
- There is evidence of design awareness and the ability to work within the constraints of a 30 second storyboard or website home page

**Level 4      7-9 marks**

- Candidates offer a design acknowledging the product and the target audience
- There is some evidence of imagination so that the design attempts to impact upon the target audience
- The conventions of storyboarding/home page design and appropriate media terminology are generally adhered to
- Candidates produce a design which is generally in line with the brief

**Level 3      4-6 marks**

- Candidates offer a design which relates to the product and target audience
- Some conventions of storyboarding/home page design are utilised
- There is little evidence of design awareness

**Level 2      1-3 marks**

- Candidates offer a design which bears limited relationship to the product and target audience
- There is evidence of limited awareness of storyboarding/home page design and appropriate terminology

**Level 1      0 marks**

No work worth the award of a mark