



GCSE MARKING SCHEME

MEDIA STUDIES

SUMMER 2012

INTRODUCTION

The marking schemes which follow were those used by WJEC for the Summer 2012 examination in GCSE MEDIA STUDIES. They were finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conferences were held shortly after the papers were taken so that reference could be made to the full range of candidates' responses, with photocopied scripts forming the basis of discussion. The aim of the conferences was to ensure that the marking schemes were interpreted and applied in the same way by all examiners.

It is hoped that this information will be of assistance to centres but it is recognised at the same time that, without the benefit of participation in the examiners' conferences, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about these marking schemes.

GCSE MEDIA STUDIES

Mark Scheme Summer 2012

SECTION A Thinking about the Media – Music Industry Websites 40 marks

Study carefully the resource material. It consists of two industry webpages, one for *The Black Eyed Peas* and one for *Olly Murs*.

- Q.1** Choose **one** of the webpages.
Briefly explain how body language and dress codes are used to interest music fans. **[10]**

A wide range of body language and dress codes could be discussed:

The Black Eyed Peas

- Each figure has a different dress and body language code.
- Be open to candidates' responses to this: they may write about one or more, possibly refer to band members by name if they are fans, or identify the male or female members of the band.
- Detailed explanations will describe these poses and dress in more detail, such as the man has an aggressive stance, the woman seems tied up and vulnerable.
- The dress codes may well connote the genre, such as RnB/Hip-hop/alternatives. Candidates must be rewarded positively for discussing this.

Olly Murs similarly clearly reflects the dress codes of the genre with his Mod dress code linked to Reggae and Ska: Harrington jacket, polo shirt and pork pie hat or trilby. A modern remake of the 60's Mod.

Mark	
1-2	Basic description of body language and dress codes. Quality of written communication is basic.
3-4	Simple explanation of dress codes and body language. Basic response may include explanations such as clenched fists, arms by side, legs apart. Dress may be described as open-necked white shirt with tartan trousers and trainers. For the female, arms above her head, knees together. Quality of written communication is sufficient to make meaning clear.
5	Detailed explanations of body language and dress codes. A detailed response may be: the female in <i>The Black Eyed Peas</i> is standing with her arms above her head almost as if she has her hands tied. Her legs are close together and she is wearing a very short skirt and boots looking directly at the viewer. Two of the males in the photograph are looking directly at the viewer, one of the group is looking slightly to the viewer's left and the males appear more aggressive than the female. Quality of written communication is sufficient to make meaning clear.
6	Detailed explanation of the body language and dress codes with emerging media language on connotation and what the codes signify. Quality of written communication is effective and makes meaning clear.
7	Confident explanation of how body language and dress codes are used to appeal to music fans through reference to music genre / sub-genre or narrative or representation. Quality of communication is effective and makes meaning clear.
8-10	Sophisticated explanations. There may be explicit reference to the symbolic codes, codes of myth, metaphor and metonymy, linked to narrative, genre and representation, or reference to the target audience and the iconography associated with the image of the performer and music genre. There may well be reference to wider issues of intertextuality with other similar images from the genre of music chosen, such as RnB/Dance/Hip-hop/alternative for <i>The Black Eyed Peas</i> and more Pop/Reggae/Ska based music for <i>Olly Murs</i> . Quality of written communication is highly effective and shows a high degree of control.

Q.2 Explain how lettering and graphics are used on **both** of the webpages. **[10]**

Candidates who refer to only one webpage must not be awarded more than 3 marks.

Lettering and graphics are key symbolic codes in the design of webpages and candidates need to be able to analyse these codes as they make meanings for users of webpages, linked to genres of music, music sub-genres, connotations and representations. At the highest level, the uses of lettering and graphics as part of the codes and conventions of music webpages, how they are central to users (such as the logos of social networking sites) and the wider branding, marketing and organisational issues arising from music websites will be discussed.

Mark	
1-3	<p>Basic description of the lettering and graphics used in each webpage, for example: <i>The Black Eyed Peas</i></p> <p>On the webpage, black lettering is used in capital letters above two album covers with cartoon pictures on them. There are also pictures of the apple for <i>iTunes</i> and a small bird for <i>Twitter</i>. Quality of written communication is basic.</p>
4	<p>Detailed descriptions of the lettering and graphics with some link to performers and styles of music, for example <i>Olly Murs's</i> name is in big black lettering using both capital and lower-case lettering. Most other smaller lettering on the webpage uses capitals for each of the different pages, such as news, videos and events. Quality of written communication is sufficient to make meaning clear.</p>
5	<p>Detailed description of the letters and graphics used in each webpage with clear links to the performer's style and music and detailed explanation of how the lettering and graphics appeal to audiences. Quality of written communication is sufficient to make meaning clear.</p>
6	<p>Detailed explanations of how lettering and graphics are used on each of the webpages and how they appeal to audiences/users, with emerging media language such as the connotations of typography and font style, graphic codes and how these link to a particular genre or image and style of the performer. Quality of written communication is effective and makes meaning clear.</p>
7	<p>Confident explanations of how lettering and graphics have been used on the webpages, with effective use of media language such as connotations of typography through serif and sans serif fonts, creating an image of the performer linked to music genres and how they appeal. For <i>The Black Eyed Peas</i> the use of black lettering in capital sans serif but decorative font with dynamic speed lines connotes the fast-paced music genre, which is both modern and edgy, with clear links to the genre of music and the appeals to <i>The Black Eyed Peas</i> fans. Quality of written communication is effective and makes meaning clear.</p>
8	<p>Excellent explanations of how the lettering and graphics have been used on the webpages, with sophisticated media language such as the use of serif and sans serif font styles, upper and lower case, to create a brand image of the performers and how this is repeated across the webpages in different colours and sizes. Sophisticated media language could include explicit reference to typographic codes, music genre and sub-genres. There should also be reference to the types of graphics and symbols used, such as those for social networking sites, iTunes etc. and how these are central to the design and use of music industry websites. Quality of written communication is highly effective and shows a high degree of control.</p>
9-10	<p>Outstanding explanations, sophisticated on all levels, with explicit reference to how typographic and graphic codes are used as key signifiers to appeal to music audiences, fans and users of music webpages, linked to star personas and brand images and how they are used in the convergent media.</p> <p>Candidates may identify points of similarity and difference between the two webpages, such as the typographic and graphic codes used by music organisations in creating the brand image of each star, linked to the target audience and music genres.</p> <p>For 10 marks, candidates will address the wider circulation of the star's image and the use of lettering and graphics promoted across the convergent media in a wide range of media forms from webpages to magazines and album artwork. These explanations must clearly address the use of typographic and graphic codes to establish a brand image and star persona linked to the music genre and brand image of the performers. Quality of written communication is highly effective and shows a high degree of control.</p>

Q.3 Explain how male music performers are represented in **two** music industry websites you have studied (**not the resource material**). **[10]**

The question clearly states that candidates must refer to two music industry websites and not the resource material. There should be no confusion, therefore, for examiners when marking this question.

Candidates who refer to only one website must not be awarded more than 3 marks.

Candidates who mention two websites from the resource material, award no more than 3 marks.

Candidates who refer to female music performers, award no more than 3 marks.

Candidates who mention one website from the resource material and one of their own case studies, award no more than 5 marks.

Mark	
1-2	Male music performers identified in music websites. Quality of written communication is basic.
3	Basic description of male music performers' websites, with possible reference to their personal appeals to the candidate. Quality of written communication is basic.
4	Simple explanation of male music performers' websites, identifying some of the key features such as dress, colour, lettering and the types of images shown linked to music genre and males. Quality of written communication is sufficient to make meaning clear.
5	Detailed explanation of male music performers in two different websites, identifying the key features of the websites and how they create an image or style for the performer through camera shots, dress, setting, fonts and how these suggest 'male'. Quality of written communication is sufficient to make meaning clear.
6	Detailed explanations with explicit reference to male music performers and how they offer a representation of gender on the websites, identifying a range of features through camera shots, dress codes, colour codes, settings or narratives. There may well be some reference to stereotyping in either positive or negative ways. Appropriate media language will be emerging. Quality of written communication is effective and makes meaning clear.
7	Confident explanations and effective media language in discussion of the way masculinity is represented on the two chosen websites. Explicit reference to stereotyping or the complexity of gender representations in both positive and negative ways, e.g. males as strong, independent, in control, active, whilst also having sex appeal to females. There will be reference to masculinity or issues of sexuality beginning to emerge. There may well be discussions of the narratives in which performers are represented and the genres they represent. Quality of written communication is effective and makes meaning clear.
8	Sophisticated explanations of two websites used to illustrate an argument around how gender is represented. There will be explicit reference to star personas linked to music genres and the appeals to a variety of audiences. There will be a real sense of how different gender representations appeal through identification/attraction models. Quality of written communication is highly effective and shows a high degree of control.
9-10	Outstanding explanations of gender representation with sophisticated discussion of the chosen texts. A real sense of the complexities of gender representations and of masculinity/femininity and how they appeal to diverse audiences. Explicit reference to identification/attraction, audience reception theory, the male gaze and the polysemic nature of images and representations. There will be reference to the building of star personas linked to music genres, sub-genres and intertextuality, which add to building representations. Quality of written communication is highly effective and shows a high degree of control.

Q.4 Explain why music industry websites are important to music companies.

[10]

Possible reasons include:

- More opportunities for fans to link with bands and performers.
- More opportunities to collect information on performers.
- Find out latest news/gossip.
- Companies can advertise to more people.
- Sell more products/merchandise.
- Build fan base.
- Appear up to date/modern/trendy/technologically savvy.
- Competition with other producers/performers.
- Websites now most popular media form for music fans.
- Companies can promote their performers and products.
- Websites essential component in contemporary marketing strategies.

Mark	
1-2	Identification of music industry website. Quality of written communication is basic.
3	Basic explanation of why websites are used by music companies. Quality of written communication is basic.
4	Simple explanation of reasons why websites are used by music companies. Quality of written communication is basic.
5	Detailed explanations of the uses of websites by music companies as part of the growing trends in marketing and promotion of music products and merchandise, using appropriate examples. Quality of written communication is sufficient to make meaning clear.
6	Detailed explanations, with emerging media language, of marketing and promotion through identifying music company websites and how they target fans and users. Sense of the marketing and promotion based on targeting fans around niche interests and audiences and why many users find them of utmost importance in their social lives, which is clearly recognised by music companies. Quality of written communication is effective and makes meaning clear.
7	Confident sense of the range of ways performers and music industry websites promote music, their products and merchandise, and their use by performers and fans. The complexities of using industry websites to directly contact fans and for them to have a privileged contact with performers and access to the latest information and merchandise may be addressed. At this level, candidates may see the rather cynical use of industry websites to sell more merchandise by media organisations. Quality of written communication is effective and makes meaning clear.
8	Sophisticated answers which demonstrate a real understanding of music industry websites linked to stars and performers to offer privileged interaction and communication between fans, performers and a range of media organisations.
9-10	<p>Outstanding answers with explicit reference to the converging media and the wide range of media organisations that now use the internet for a wide variety of reasons and the ways that they are now being used by large media organisations for purposes of contextual advertising. The expansion of social networks on the mobile phone to create mobile social networks and the use of social networks on industry websites is now a key focus of many media organisations.</p> <p>Award quite positively if candidates argue that industry websites are manipulative in trying to build brand images for stars to promote them and their products via the internet for advertising purposes or to expand their influence to increase their usage, reach and profits. Quality of written information is highly effective and shows a high degree of control.</p>

SECTION B
Thinking about the Media – Planning Music Magazines

40 marks

Q.5 Plan a double page spread about a music performer or band for a music magazine.

Complete the following tasks:

Task 1

Choose a title for the double page spread.
Briefly explain why you chose this title.

[4]

Award 1 mark for an appropriate title.

1 mark for a reasonable explanation.

2 marks for a detailed explanation.

3 marks for a real sense of connotation addressing music fans or with some reference to music genre or sub-genres or narrative.

Task 2

Suggest three key elements that will appear on the double page spread.

[6]

Elements could include:

- Headline
- Main image
- Secondary images
- Standfirst
- Copy
- Caption
- Columns
- Byline
- Strapline
- Graphics

Award 1 mark for each element up to a total mark of 3.

Award 1 additional mark per element for use of media language up to a total of 6.

Task 3

Plan the layout of the double page spread. Label your plan.

[10]

Candidates who do not plan the layout of a double page spread, award no more than 5 marks.

Candidates who do not plan the layout of a music magazine, award zero marks.

Mark	
1-2	Basic plan.
3	Simple plan with some sense of presentation and organisation.
4	Plan of a double page spread with good presentation and design.
5	Well-presented plan with some explanation of the key features in the labelling and annotation.
6	Detailed plans which are well presented and organised, with a good sense of the codes and conventions of magazine double page spreads. Emerging media language on labelling/annotation.
7	Detailed plans which are well organised and presented, with a confident sense of the codes and conventions of double page spreads in music magazines and confident use of media language in the labelling and annotation.
8	Plans which are creative and show a real sense of organisation and presentation, with excellent use of the codes and conventions of double page spreads in music magazines.
9	Sophisticated plans for the magazine double page spread, demonstrating an excellent sense of the generic codes and conventions of music magazines, possibly linked to music sub-genres with creative use of typography, image and stories and a clear narrative on the pages.
10	Outstanding creative and imaginative designs, with a real sense of elegance in the design and awareness of how to attract music fans to the magazine through typography, image, narrative and representations and contemporary trends in music magazine page layout and design.

Task 4

Explain the reasons for the layout of your double page spread.

[10]

Mark	
1-3	Basic description of the key features such as pictures, colours, stories and fonts. Quality of written communication is basic.
4	Simple explanations, with some sense of how the double spread will attract readers through image, text and stories or features. Quality of written communication is sufficient to make meaning clear.
5	Detailed explanations with a good sense of how the double page spread will attract readers through image, text features and stories. Quality of written communication is sufficient to make meaning clear.
6	Detailed explanations with a sense of the codes and conventions of double page spreads, with emerging media language such as close-up, medium shot, long-shot, font styles, colour codes, connotations of title/headline. Quality of written communication is effective and makes meaning clear.
7	Confident explanations with effective use of media language, with explicit reference to the technical codes of camera shot, angle and lighting. Symbolic codes of dress, body language, gesture, colour, typography, graphics, layout and narrative. Quality of written communication is effective and makes meaning clear.
8	Excellent explanations with effective use of media language to include explicit reference to a wide range of technical and symbolic codes. There will be reference to the narrative on the double page spread and candidates may well refer to wider representational issues of age, gender or ethnicity. Quality of written communication is highly effective and shows a high degree of control.
9	Sophisticated explanations which use media language effectively to explain how the double page spread will appeal to readers through a wide range of technical and symbolic codes, narrative and representation. There will be reference to music genres and sub-genres, possibly some sense of intertextuality and the types of audiences being targeted. A sophisticated sense of narrative will be in evidence. Quality of written communication is highly effective and shows a high degree of control.
10	Outstanding explanations of how to attract fans to the double page spread with a real sense of the continuing appeals of print products and their uses by music fans. There will be sophisticated knowledge of how image and text are used in contemporary music magazines' stories and features, with explicit reference to music genre and sub-genre linked to the images, typography, layout and design and a sophisticated knowledge of how narrative and representation are used to attract an audience to these types of products. At best, the explanations may well explore how their designs and narratives subvert the traditional conventions of magazine journalism. Quality of written communication is highly effective and shows a high degree of control.

Task 5

Suggest **two** reasons why music magazines are available on the Internet.
Explain **each** of your reasons.

[10]

Possible reasons include:

- More people beginning to use the internet than read magazines.
- Young people in particular are big users of the internet and a key target audience.
- A wider circulation available.
- Interactive facilities.
- Opportunities for readers to blog.
- Opportunities for magazine producers to explore new presentation methods such as sound and video.
- Magazine producers can create unique content and services which users like, want and use.
- Advertisers using on-line services more.
- Can publish an important article as soon as it is written.
- Can contain more information – not limited to constraints of magazine format.
- Synergies of on-line and print maximising effectiveness.
- Appear to be greener – less use of paper.
- Appear modern, trendy, technologically savvy.
- Keep up with competitors.
- Archives available.
- On-line subscription.

Award 1 mark for each reason up to 2 marks. Be open to the reasons, but be careful to ensure that the answers focus on music magazines, not just internet use, although of course these may be linked. Award positively candidates who clearly link the two. Higher level answers will explicitly mention the benefits of on-line publication of magazines. Some higher level answers may, indeed, argue a case for one or the other, whilst exploring some of the benefits of print.

Mark	
1	Basic explanation of a chosen reason. Quality of written communication is basic.
2	Basic explanation of two reasons. Quality of written communication is basic.
3	Simple explanations with some sense of why magazines are available on the internet. Quality of written communication is basic.
4	Detailed explanation of chosen reasons why magazines are available on the internet. Quality of written communication is sufficient to make meaning clear.
5	Detailed explanations of the codes and conventions of music magazine websites and their availability on the internet, with some emerging media language. Quality of written communication is sufficient to make meaning clear.
6	Confident explanations of the benefits of music magazine websites using media language effectively. Quality of written communication is effective and makes meaning clear.
7	Sophisticated explanations, with a real sense of why music magazines are available on the internet with the ensuing benefits for magazine producers, music companies, advertisers and fans linked to organisational synergies and the way technology is changing print media markets. Quality of written communication is effective and makes meaning clear.
8	Outstanding explanations, with a real sense of why the codes and conventions of music magazine websites can bring a range of benefits to magazine producers and the synergies with those organisations involved in the music industry, including music producers, performers, advertisers, promoters and fans. There will be specific reference to at least one example, such as <i>TOTP</i> , <i>Kerrang</i> , <i>NME</i> and <i>MOJO</i> , and the benefits available through the website. Quality of written communication is highly effective and shows a high degree of control.



WJEC
245 Western Avenue
Cardiff CF5 2YX
Tel No 029 2026 5000
Fax 029 2057 5994
E-mail: exams@wjec.co.uk
website: www.wjec.co.uk