GCSE MARKING SCHEME

SUMMER 2016

MEDIA STUDIES
4391/01

INTRODUCTION

This marking scheme was used by WJEC for the 2016 examination. It was finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conference was held shortly after the paper was 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 conference was to ensure that the marking scheme was 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' conference, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about this marking scheme.

GCSE MEDIA STUDIES - UNIT 1

SUMMER 2016 MARK SCHEME

SECTION A: Thinking about the Media – Investigating *Film Trailers* **[40]**

The resource material consists of a trailer for the BBC film *X+Y* (2015, dir. Morgan Matthews).
After viewing the trailer, use your notes to answer the following questions.

1. How is camerawork used in this trailer? Refer to examples. **[10]**

Answers may include reference to:

- Storyline/ narrative: shots of maths formula/ blackboards etc., shots of characters, establishing relationships/ representations
- Setting/ location: shots of school, classrooms, corridors, foreign city etc.
- Genre: teen movie romance, drama, rites of passage
- A wide range of shots, angles and movement typical of film trailers.

Level 1 **(1-3)**	Basic description with some identification of different camera shots. Higher marks for more detailed description of how shots are used.
Level 2 **(4-5)**	Explanations of the camerawork emerging with likely reference to a wider range of shots and descriptions of characters/ settings/ storyline. Higher mark for more detailed explanations of how the camerawork communicates (e.g. narrative or character) to the audience.
Level 3 **(6-7)**	Relevant media language used to demonstrate how camerawork is used to appeal to an audience. Aspects of camerawork such as angles and movements are likely to be explained. For higher mark, there will be reference to a range of camerawork, with accurate explanation of how this is used.
Level 4 **(8-10)**	Excellent explanation of how a wide range of camerawork is used e.g. to convey narrative/ characters/ genre. Confident use of media language to discuss codes and conventions. For higher/full marks, there will be sophisticated explanation with an understanding of how the style of the cinematography is typical of film trailers.

2. (a) Identify **two** different types of editing used in this trailer. [2]

1 mark for each correctly identified editing technique.
- Visual
  - Straight cuts
  - Fade to black
  - Dissolves
  - Flashback scenes

- Audio
  - Dialogue and voice over narration
  - Music
  - Sound effects

- Titles
  - Use of typography
  - Fade up titles
  - Centred

(b) Explain why these types of editing are used. [8]

Answers may include reference to:

- Use of images, sound and titles to make meaning
- Selection of key moments from the film to attract an audience
- Constructing the narrative of the trailer sequence
- Genre codes and conventions (teen/ drama/ romance)
- Capturing the unique selling point of the film through characters, storylines and other narrative devices.

If only one editing technique is identified, award a maximum of 4 marks.

Level 1 (1-2)	Basic description of types of editing. Higher mark for simple descriptions of how these are used.
Level 2 (3-4)	Emerging explanation of how editing is used to construct the trailer and attract an audience. Higher mark for valid explanation.
Level 3 (5-6)	More detailed explanation of why editing techniques are used. Media language is emerging. Higher mark for accurate explanation with possible reference to codes and conventions of films/ trailers from this genre.
Level 4 (7-8)	Excellent explanation of why editing techniques have been used, with confident use of technical language. Higher mark for sophisticated explanation of how the editing constructs the trailer to appeal to audiences.

3. Explain how film trailers show the genre of a film. Refer to **at least one** trailer you have studied (*not* **the Resource Material).** [10]

Answers may include reference to the following:

- Visual and audio codes
- Technical codes
- Symbolic codes
- Narrative
- Representation
- Repertoire of elements/ sub-genres/ hybridity to appeal to an audience.

Level 1 (1-3)	Basic description of how the type of film is shown in the trailer. Candidates at this level may simply describe the storyline. Higher marks for more detailed description with reference to a film trailer studied. Any response based on the resource material or that makes no reference to any trailer must not be awarded more than 3 marks.
Level 2 (4-5)	Detailed descriptions of elements of genre in a film trailer studied. Likely reference to storyline and characters e.g. dress, body language, gesture or activities undertaken in the trailer. Higher mark for linking description of visual/ audio codes to the genre of the film trailer studied.
Level 3 (6-7)	More detailed explanations of how genre is shown in the film trailer studied. Relevant media language used. Higher mark for reference to use of technical, symbolic, narrative codes etc. to construct genre appeal for an audience.
Level 4 (8-10)	Excellent explanation of how the trailer studied constructs genre codes and conventions to promote the film to an audience. Confident use of media language and possible reference to narrative and representation. For higher/full marks, there will be sophisticated explanation with an understanding of genre complexity e.g. how film trailers use a repertoire of elements, sub-genres or hybridity to promote the film.

4. Explain why film trailers are shown on the internet. [10]

Answers may include:

- Provide opportunities for film distributors to promote the film to audiences
- Marketing/ advertising/ publicity:

    o Film's official website and social media sites
    o Viral marketing
    o Importance of YouTube for promotion of film trailers and other publicity materials
    o Merchandising
    o Niche targeting of films to audiences through internet sites, contextual advertising, and organisational synergies
    o Trailers shown on news websites and included in online reviews
    o Unofficial film sites and fan sites

- Provide audiences with information about new film releases
- Provide fans with opportunities to find out further information and interact with films through the website/ social media etc.
- Film fans may use the internet interactively (e.g. blogs/ social media) and further promote the film.

Level 1 **(1-3)**	Minimal explanation of why film trailers are shown on the internet. For higher marks, a basic explanation.
Level 2 **(4-5)**	Explanation of why film trailers are shown on the internet emerging. Higher mark for more detail and/or a valid explanation of how the internet is used to advertise films.
Level 3 **(6-7)**	Sound explanation of why film trailers are shown on the internet. For higher mark, more detailed explanation of the importance of showing trailers on the internet to film distributors and/ or audiences.
Level 4 **(8-10)**	Excellent explanation of why film trailers are shown on the internet. Confident sense of organisational issues. Possible reference to the uses and gratifications provided by the internet. Higher/full marks for more sophisticated explanations.

Thinking about the Media: *Planning Film Posters* **[40]**

5.　　Plan a **poster** for a **new 12A certificate film**.
　　　Complete the following tasks:

　　　TASK 1　　(a)　Choose a title for the new film.　　　　　　[1]

　　　　　　　　　(b)　Briefly explain why you chose this title.　　　[3]

0 marks	Name of new film not given or existing title used.
1 mark	Appropriate name given.
1 additional mark	Basic explanation of the chosen name.
2 additional marks	More detailed explanation of the chosen name.
3 additional marks	Good explanation. A detailed explanation of the chosen name.

　　　TASK 2　　(a)　Identify two places where your film poster will be shown.　[2]

　　　　　　　　　1 mark for each appropriate place identified.

　　　　　　　　　(b)　Briefly explain why your film poster will be shown in these
　　　　　　　　　　　 places.　　　　　　　　　　　　　　　　　[4]

　　Award a maximum of 2 marks if only one place is explained.

1 mark	Basic explanation of chosen places.
2 marks	More detailed explanation of chosen places.
3 marks	Confident explanation demonstrating understanding of how film posters will appeal to audiences in the chosen places.
4 marks	Excellent explanation of how film poster locations will be used to attract audiences. Possible reference to the unique selling point of the film, its genre, target audience etc.

TASK 3   Plan the design for your film poster.   [10]

Plan may include:

- Film title
- Tagline
- Images/ graphics appropriate to genre
- Text such as billing block, name of director and stars, release date, critics' comments, technical detail (3D, IMAX etc.)
- Institution's logo/ age certificate
- Appropriate composition and layout
- Attention to sizing/ aspect ratio etc.

Level 1 (1-3) 1-2 marks	Minimal ability to design a poster, limited number of items included, poorly presented.
3 marks	Basic ability to design a poster, with some sense of layout and composition. Limited range of conventions.
Level 2 (4-5) 4 marks	Simple ability to design a poster, some conventions evident.
5 marks	Some ability to design a poster with a range of conventions evident.
Level 3 (6-7) 6 marks	A sound ability to design and present a poster, with a sense of genre evident in the images and text.
7 marks	A confident ability to design and present a detailed poster. A wide range of appropriate conventions used to communicate genre and narrative.
Level 4 (8-10) 8 marks	Excellent ability to design a poster with a strong sense of narrative and genre. The design will be creative and imaginative capturing a sense of the USP of the film.
9-10 marks	Sophisticated ability to design a poster with highly creative use of design and composition to construct narrative/ genre/ representation. Clear sense of promotion and branding.

TASK 4   Explain how your film poster will attract a younger audience to the film.
[10]

Answers may refer to:
- A target audience
- Aim to attract audiences through camera shots, language, visual codes, symbolic codes etc.
- Creating brand identity for product
- Representations
- Narratives
- Genre conventions
- Stars.

Level 1 (1-3)	Minimal explanation of how the poster will attract a younger audience. For higher marks, a basic explanation.
Level 2 (4-5)	More detailed explanation of how the poster will attract a younger audience with reference to characters, settings, the storyline, title and language used.
Level 3 (6-7)	Detailed explanations of how the poster will appeal to a younger audience through a range of conventions such as camera shots, language, visual codes and narrative. Emerging use of media language. Higher mark for more confident explanations of how the poster appeals to the audience and promotes the film.
Level 4 (8-10)	Excellent explanation of how the poster will attract a younger audience through a wide range of appeals such as technical and symbolic codes, narrative and representation. For higher marks explanations will be sophisticated, using media language to explain how the conventions used will create a unique selling point for the film, with a clear identity and appeal for a younger audience.

TASK 5   How important are film posters to the promotion of a film?   [10]

Answers may refer to:

- Genre conventions
- Technical, visual and symbolic codes
- Stars
- Narrative
- Intertextuality
- Representation e.g. gender, ethnicity or national/ regional identity
- Brand identity – posters as part of a promotional campaign
- Unique selling point
- Appeal to audiences
- Uses and gratifications
- Different types of film posters, their location and size
- Posters in comparison to other forms of marketing e.g. online marketing
- Competition with other films

Level 1 (1-3)	Basic description of film posters, some basic detail of elements of posters studied and reference to how these promote the films for higher marks.
Level 2 (4-5)	Simple explanations of why film posters are important. Likely reference to the storylines, characters, appeals of the film in the poster.
Level 3 (6-7)	More detailed explanations of a how film posters promote films with likely reference to genre conventions/ narratives/ target audience and appeals. Media language will be emerging. For higher mark, a good explanation with confident use of media language in discussing the importance of posters in promoting a film.
Level 4 (8-10)	Excellent explanations of how film posters promote films and how they are part of a wider marketing campaign to create a unique selling point for the film through its textual elements and representations. For higher marks sophisticated explanations of how film posters promote the film with reference to a wide range of promotional techniques. There may be reference to intertextuality with other texts and how the producers attempt to create a brand image and USP as part of a wider marketing campaign.