



GCSE MARKING SCHEME

MEDIA STUDIES

SUMMER 2014

INTRODUCTION

The marking schemes which follow were those used by WJEC for the Summer 2014 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 - UNIT 1

SUMMER 2014

SECTION A:

Thinking About the Media – Investigating *Television Crime Drama*

40 marks

Q.1 (a) Identify **two** objects which are important in this Crime Drama extract. **[2]**

Answers may refer to:

- Boats, punts, poles
- Tray, teapot, cup and saucer, flower in vase, vial of powder
- Spade, gardening fork, plants
- Letters, invitation
- Scene of crime tape, cloth, cross, watch

Award 1 mark for each appropriate object.

(b) Briefly explain why **each** object is important. **[8]**

Answers may refer to:

- Important in narrative/narrative device/narrative enigma
- Iconography/genre conventions of Crime Drama
- Links to character

Level 1 (0-2)	Basic description of objects used in the extract. Higher marks for description and comment. Quality of written communication is basic.
Level 2 (3-4)	Explanation of objects emerging. Higher mark available for valid explanation of importance of objects. QWC is sufficient to make meaning clear.
Level 3 (5-6)	Sound explanation of importance of objects. For higher mark, a good explanation of importance of objects. Relevant media language and concepts used. QWC is effective and makes meaning clear.
Level 4 (7-8)	Excellent explanation of importance of objects. Confident and relevant use of media's key concepts and appropriate terminology. For full marks, sophisticated explanations. QWC is highly effective and shows a high degree of control.

Award a maximum of 4 marks for only one object explained.

Q.2 (a) Identify **two** different types of sound used in the extract. **[2]**

Answers may refer to:

- Music - slow pastoral, orchestral, strings, harp
- Dialogue
- Sound effects - riverside, countryside, digging, zipper on body bag, rustling of evidence bags etc.
- Diegetic/non diegetic sound

(b) Briefly explain why each is used. **[8]**

- Use of music in Crime Drama genre
- Narrative function of building suspense, harmony, tension or conflict
- Links to character functions through programme music and motifs
- Music and sound effects linked to setting and mise en scene
- Use of theme music in television Crime Drama.
- Use of dialogue to build narrative, character functions and relationships between characters.
- Use of dialogue as part of generic language codes, language of Crime Drama, technical police language

Level 1 (0-2)	Basic description of sound used. Higher marks for description plus comment. QWC is basic.
Level 2 (3-4)	Explanation of sound emerging. Higher mark available for valid explanation. QWC is sufficient to make meaning clear.
Level 3 (5-6)	Sound explanation of sound used. For higher mark, a good explanation. QWC is effective and makes meaning clear.
Level 4 (7-8)	Excellent explanation of sound used. Confident and relevant use of media's key concepts and appropriate terminology. For full marks, sophisticated explanations. QWC is highly effective and shows a high degree of control.

Award a maximum of 4 marks for only one type of sound explained.

Q.3 Explain how the police and/or detectives are represented in Television Crime Drama. Refer to examples you have studied. **[10]**

Answers may refer to:

- Contemporary examples e.g. *Sherlock*, *Scott and Bailey*, *Luther*, *CSI* etc.
- Historical examples e.g. *Poirot*, *Miss Marple* etc.
- Gender/ethnicity/national identity/age
- Audience appeal/response
- Complex/dysfunctional characters
- How representations are constructed through technical and visual codes
- Stereotypes/challenging stereotypes
- Positive/negative representations

Level 1 (0 – 3)	Minimal explanation, e.g. description of police/detectives in one or two Crime Dramas. Higher marks for more detailed description. QWC is basic.
Level 2 (4 – 5)	Basic explanation of police/detectives, with likely reference to main character and possible reference to attributes in some Crime Dramas. Higher marks for linking description with simple ideas of representation (e.g. stereotypes, roles). QWC is sufficient to make meaning clear.
Level 3 (6-7)	Sound explanation. Emerging sense that way police/detectives are presented suggests points of view about them. Relevant media language used to demonstrate representation. For higher marks, good explanation e.g. references to police/detectives more detailed with clearer sense of way they are represented. QWC is effective and makes meaning clear.
Level 4 (8-10)	Confident understanding of way police/detectives are represented in well-chosen Crime Dramas with a possible recognition of way some representations challenge the typical. Confident use of media language to demonstrate representations. For higher/full marks, sophisticated explanations, including understanding of way representations challenge or reinforce typical portrayals of police/detectives. QWC is highly effective and shows high degree of control.

Award a maximum of Level 2 if no examples are referred to.

Q.4 Explain **two** reasons why Television Crime Drama is important to television organisations.

[10]

Answers may refer to:

- Popularity with audiences
- Star vehicles
- Quality broadcasting and popular programming
- Range of audiences from different social classes, ages, genders
- Ratings, schedules, branding
- Flagship programmes

Level 1 (0-3)	Minimal explanation of reasons. QWC is basic.
Level 2 (4-5)	Two reasons given plus basic explanation of importance e.g. popular, big audience. QWC is sufficient to make meaning clear.
Level 3 (6-7)	Two reasons given plus sound explanation of importance, e.g. reference to importance of ratings to television companies, role of Crime Dramas as flagship programmes etc. For higher mark, more detailed and appropriate explanations. QWC is effective and makes meaning clear.
Level 4 (8-10)	Excellent sense of importance demonstrated by the two reasons given. Confident sense of importance of Crime Drama to TV organisations with clear sense of issues of marketing and branding, building audiences, ratings, competitions and quality/popular broadcasting. Higher marks for more sophisticated explanations. QWC is highly effective and shows high degree of control.

SECTION B:

Thinking About the Media – Planning Television Drama Magazines

40 marks

Q.5 Create the front cover for a television magazine which features a new **Crime Drama**. Complete the following tasks.

Task 1 Choose a name for your new Crime Drama. Briefly explain why you chose this name. [4]

1 mark	Basic or adequate name. A plausible name is offered.
2 marks	Good, effective name, which is appropriate for the genre.
1 additional mark	A brief explanation of chosen name.
2 additional marks	Good explanation. A detailed explanation of the chosen name with a clear sense of genre conventions.

Task 2 Explain **three** elements that will appear on the cover of your magazine [6]

Elements may include

- title block
- typography
- main image
- secondary images
- graphics
- splash
- dateline
- barcode
- strapline
- coverline

Total mark of 6

1-3 marks	1 mark for each appropriate feature.
1 additional mark	Basic explanation. A statement which identifies the features chosen.
2 additional marks	Sound explanation. A more detailed explanation of the chosen features with emerging media language.
3 additional marks	Excellent explanation. A detailed explanation of the chosen features with confident use of media language.

Task 3 Plan the layout for the front cover of your magazine. Label your plan. [10]

Level 1 (0-1)	Minimal ability to plan the layout which may be limited and incomplete with little sense of a TV magazine.
(2-3)	Basic ability to plan the layout with some sense of a TV magazine.
Level 2 (4-5) (4)	Simple ability to plan the layout with some sense of a TV magazine.
(5)	Some ability to plan the layout, with some conventions emerging and some annotation.
Level 3 (6-7) (6)	Sound ability to plan the layout with a clear sense of the codes and conventions of TV magazines and appropriate media language on the annotation.
(7)	Confident ability to plan the layout with a good sense of codes and conventions of TV magazines with confident use of media language in appropriate annotation.
Level 4 (8-10) (8)	Excellent ability to plan the layout and excellent sense of codes and conventions of TV magazines with excellent media language on the annotation.
(9-10)	Sophisticated ability to plan the layout with strong sense of codes and conventions of Television magazines with creative interpretation of the brief. There will be sophisticated media language on the annotation.

Task 4 Explain how the front cover of the magazine will appeal to audiences.

[10]

Answers may refer to:

- Codes and conventions
- Target audience
- Representations
- Design features
- Synergy
- Narrative elements

0-3 marks	Basic explanation of how the front cover will appeal to audiences.
4 marks	Simple explanation with limited sense of how the front cover will appeal to audiences.
5 marks	More detailed explanation with emerging sense of how the front cover will appeal to audiences.
6 marks	Detailed explanation with a very good sense of how the front cover will appeal to audiences. Media language is emerging.
7 marks	Confident explanation with a very good sense of how the front cover will appeal to audiences.
8 marks	Excellent explanations with an excellent sense of how the front cover will appeal to audiences.
9-10 marks	Sophisticated explanation with a very strong sense of how the front cover will appeal to audiences.

Task 5

- (a) Suggest **two** ways in which magazines are used to promote Crime Drama on television. **[4]**

Answers may refer to:

- Advertising - full page spots, back cover
- Publicity - the front cover not for sale
- Editorial - stories and features
- TV listings - schedules, days, weeks, seasonal, Christmas, autumn season
- Merchandising - DVDs, audio CDs, books, posters

Candidates may offer answers in more simple ways. Such as:

- Pictures
- Stars
- Interviews
- Stories

1 mark for each way identified	Simple identification of element.
2 additional marks for explanation.	More detailed description of element and/or appropriate use of media language/terminology.

- (b) Briefly explain these ways. **[6]**

Level 1 (0-2)	Basic description of ways. Higher mark for description plus comment. QWC is basic.
Level 2 (3-4)	Explanation of ways emerging. Higher marks available for valid explanation. QWC is sufficient to make meaning clear.
Level 3 (5)	Good explanation of ways. QWC is effective and makes meaning clear.
Level 4 (6)	Excellent explanation of ways. QWC is highly effective and shows 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