



# **GCSE MARKING SCHEME**

**MEDIA STUDIES**

**JANUARY 2012**

## **INTRODUCTION**

The marking schemes which follow were those used by WJEC for the January 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.

**SECTION A**  
**Thinking about the Media - Investigating Music Industry Websites**

Study carefully the resource material. It consists of two music industry webpages, one for Rihanna and one for Ellie Goulding.

**Q.1 Choose one of the webpages.**

**(a) Identify TWO different camera shots used on the webpage. [2]**

**(i) Rihanna**

1 mark for any of the following up to 2 marks:

- Main central image of Rihanna
- Close up
- Portrait shot
- Colour image
- Medium close up on new album
- Cropped extreme close up
- Big close up
- Medium close up in black and white on Kodak advertisement
- Eye level shot/direct gaze/straight on angle

**(ii) Ellie Goulding**

1 mark for any of the following up to 2 marks:

- Four main shots to choose from plus two thumbnail shots
- Still image
- Colour shot
- Black and white shot
- Moving image shot
- Film still
- Medium close up shot in colour
- Candidates may choose to identify angle of shot
- All shots at eye level

Shot 1 Colour, side view angle, head tilted, out of focus foreground/background

Shot 2 Black and white image, heavy dark shading, light dark tonal contrasts, grey, plain background

Shot 3 Still medium close up shot of Ellie Goulding in interior looking directly at camera

Shot 4 Repeat still shot taken from moving image footage

(b) Briefly explain why these TWO shots are used.

[8]

Mark	
1	Basic description of features, such as picture of face of performer or star in colour. Quality of written communication is basic.
2	Some basic explanation of the photographs such as facial features, hair colour, with limited detail. Quality of written communication is basic.
3	Two different camera shots identified. There will be detailed explanation of how the photographs are used, including reference to facial expression and colour. Quality of written communication is sufficient to make meaning clear.
4	Detailed explanation of how the photographs are used, including reference to facial expression and colour. Emerging media language, such as close up or portrait shot, medium close up or thumbnail. Some attempt to explain a story about the performer or how the images appeal to users and audiences. Quality of written communication is sufficient to make meaning clear.
5	Confident use of media language in detailed explanations with explicit reference to technical and symbolic codes used in each of the chosen images. There may well be reference to the fading techniques used on the main central image, or the cropping on the album cover for Rihanna, or the black and white techniques used on the Kodak advertisement, or evidence of the special photographic effects used. For Ellie Goulding candidates may well explain how still and moving images are used. There will be explicit reference to some sort of narrative emerging, or how the images present a brand image and the music genre involved. Quality of written communication is effective and makes meaning clear.
6	A real sense of sophistication in how the images chosen appeal to the user through a range of technical and symbolic codes which must be explicitly addressed. These will involve explanations of camera shots, angles, focus, depth of field and a range of symbolic codes of dress, body language, gesture, colour or compositional codes. Explicit reference to a narrative and possibly to some sense of representational issues of gender. Reference to the wider brand image of the performer and the music genre. Quality of written communication is effective and makes meaning clear.
7	Outstanding response which will explain in very mature and sophisticated ways how the images have been used on the webpage to attract users through complex visual codes of photography. There will be explicit reference to narrative, representation and genre in how the images reflect the different music genres of each of the performers. Quality of written communication is highly effective and shows a high degree of control.
8	Explicit reference to the technical and symbolic codes using this language, codes of myth, metaphor and metonymy, linked to narrative, genre and representation, or reference to the target audience and the music genre and the iconography associated with the image and iconography of the performer and music genres. There may well be reference to wider issues of intertextuality of other similar images from the genre of music chosen such as Pop/RNB/ Reggae for Rihanna and more Singer/Songwriter Indie/ Electropop and Folktronica based music for Ellie Goulding. Quality of written communication is highly effective and shows a high degree of control.

**Q.2 Explain how colour is used on EACH of the webpages to appeal to music fans.**

**[10]**

Mark	
1-3	Basic description of the colour used in each webpage; that is Rihanna - pink for Rihanna, Ellie Goulding colour, black and white. Quality of written communication is basic.
4	Detailed descriptions of the colours with some link to performers and styles of music and dress, e.g. The Rihanna webpage is mostly pink which shows she is a very girly singer and is similar to her hair colour and the type of clothes she wears. Ellie Goulding's webpage is mostly black in the background with a range of pictures. Some are black and white and some are colour which shows her style of music. Quality of written communication is sufficient to make meaning clear.
5	Detailed descriptions of the colours used in each webpage with clear links to the performer's style and music and detailed explanation of how the colour appeals to audiences. Quality of the written communication is sufficient to make meaning clear.
6	Detailed explanations of how the colours on each of the webpages appeal to audiences with emerging media language such as the connotations of colour, symbolic colour codes and how these link with performer to a particular genre or image and style of the performer. There may be some reference to gender representation. The quality of written communication is effective and makes meaning clear.
7	Confident explanations of how colour has been used on the webpages with effective use of media language, such as connotations of colour creating an image of the performer, with explicit reference to representations and gender stereotyping such as pink for femininity for Rihanna, sexy girls linked to music genres and how these representations appeal to audiences. For Ellie Goulding the use of black and white in the images and the solid black of the background of the webpage offer a clear contrast to Rihanna, with clear links to the genre of music and appeals to Ellie Goulding fans. The colour codes on Ellie Goulding's webpage offer a clear contrast in representations of gender with Rihanna, which will be explored at this level. Quality of written communication is effective and makes meaning clear.
8	Detailed explanations of how the colour codes have been used on the webpages with sophisticated media language, such as the use of colour codes to create a brand image of the performer, their star persona linked to music genres and the narratives suggested by the colours used. Sophisticated media language must include explicit reference to narratives and representations, stereotyping of gender, music genre and subgenres. Quality of written communication is highly effective and shows a high degree of control.
9-10	<p>Outstanding explanations, sophisticated on all levels, with explicit reference to how colour codes are used as key signifiers to appeal to music audiences and users in music webpages linked to star personas with Ellie Goulding represented as a rather vulnerable female and Rihanna as a sex symbol. There will be recognition of the complexity of these representations of gender based on the codes of colour used in each text and their appeals to a range of different music fans. Other similarities such as the colour codes used by music organisations in creating the brand image of each star linked to the target audience and music genres may be referred to.</p> <p>For 10 marks, candidates will address the wider circulation of the star's image and the use of colour across the convergent media in a wide range of media forms, from webpages to magazines, album art work and music video. These explanations must clearly address the use of colour codes to establish a brand image and star persona. Quality of written communication is highly effective and shows a high degree of control.</p>

**Q.3 Explain how male or female 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 three 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	Female music performers identified in music webpages. Quality of written communication is basic.
3	Simple explanation of male or female music performers with possible reference to their appeals to the candidate personally. Quality of written communication is basic.
4	Basic description of 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 male or female audiences. Quality of written communication is sufficient to make meaning clear.
5	Detailed explanation of 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 elements are gendered. Quality of written communication is sufficient to make meaning clear.
6	Detailed explanations, with explicit reference to either male or female performers and how they offer a representation of gender in websites through identifying a range of features such as camera shots, dress codes, colour codes, settings or narratives. There may well be some reference to stereotyping in either positive or negative ways. Relevant media language used to discuss representation. Quality of written communication is effective and makes meaning clear.
7	Confident explanations and effective media language in discussion of the way gender is represented on the two chosen websites. There will be explicit reference to stereotyping and the complexity of gender representations in both positive and negative ways, e.g. females as independent, in control, active, whilst also having sex appeal to both males and females. 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 a discussion of 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 and role 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 will be evidence, including 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 may be made. There will be reference to the building of star personas linked to music genres, sub-genres and intertextual references which add to building representations. Quality of written communication is highly effective and shows a high degree of control.

**Q.4 Suggest TWO reasons why music industry websites are linked to social networking sites. Explain these reasons.**

**[10]**

1 mark for each reason.

- More opportunities for fans to link with other fans.
- 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.
- Mobile social networking has become popular. In most mobile communities, mobile phone users can now create their own profiles, make friends, participate in chat rooms, create chat rooms, hold private conversations, share photos and videos, and share blogs by using their mobile phone. Where candidates address this issue award positively.

1 mark for identifying social networking sites such as <i>Facebook</i> and <i>Twitter</i> . Quality of written communication is basic.
2 marks for simple explanation of social networking site and why they are used by fans to contact other fans. Quality of written communication is basic.
3 marks for detailed explanations of each reason such as contact with other fans and sharing information, images and news. Quality of written communication is basic.
4 marks for detailed explanations as to why music industry websites are linked to social networking sites with emerging media language linked to audiences, uses of the internet linked to the music industry, building a fan base, promotion and marketing. Quality of written communication is sufficient to make meaning clear.
5 marks for explanations of the uses of social networking sites as part of the growing trends in marketing and promotion of music products and merchandise using appropriate examples and confident media language. Quality of written communication is sufficient to make meaning clear.
6 marks for an excellent sense of marketing and promotion through identifying fan groups and users. The building of social and fan communities based around niche interests and audiences and why many users find them of utmost importance in their social lives will be discussed. Quality of written communication is effective and makes meaning clear.
7 marks for a sophisticated sense of the range of ways performers through music industry websites promote their music, products and merchandise and their use by performers and fans. The complexities of using networks such as <i>Twitter</i> to directly contact fans and give them a privileged contact with performers may be discussed. At this level candidates may see the rather cynical use of social networks by media organisations. Quality of written communication is effective and makes meaning clear.
8 marks for outstanding answers which demonstrate a real understanding of how social networks are made available through immediate links on music industry websites to offer privileged interaction and communication between fans, performers and a range of media organisations. There should be explicit reference to the converging media and the wide range of media organisations and how they use social network sites for a wide variety of reasons, the ways that they are now being expanded and used by large media organisations for purposes of contextual advertising. The expansion of social networks on the mobile phone to create mobile social networks is now a key focus of many media organisations and how they use social networks. Award any negative reactions quite positively if candidates argue that social networks have been hijacked by large media organisations for advertising purposes or to expand their influence to increase their usage, reach and profits. Any mention of the recent battles between <i>Facebook</i> and <i>Google</i> online should be very positively marked. Quality of written communication is highly effective and shows a high degree of control.

**SECTION B**  
**Thinking about the Media - Planning Music Magazines**

**Q.5 Create the front cover for a NEW music magazine.**

Complete the following tasks:

**Task 1: Choose a name for your magazine.**  
 Briefly explain why you chose this name. **[4]**

1 mark for an appropriate name.
1 mark for a reasonable explanation.
2 marks for a detailed explanation.
3 marks for an effective name with a real sense of connotation addressing music fans or with some reference to music genre or sub genres.

**Task 2: Suggest two stories for your magazine.**  
 Briefly explain why you chose these two stories. **[6]**

1 mark for each appropriate story.
1 further mark for a basic explanation of choice of stories.
2 marks for detailed explanations of stories.
3 marks for detailed explanations of stories, with emerging media language.
4 marks for explanations of choice of stories with confident media language.

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

1-2 marks for a simple plan of a magazine cover.
3 marks for a basic plan with some sense of presentation and organisation.
4 marks for a plan of a magazine cover with good presentation and design.
5 marks for a well presented plan with some explanation of the key features in the labelling and annotation.
6 marks for detailed plans which are well presented and organised with a good sense of the codes and conventions of magazine covers and emerging media language on labelling.
7 marks for detailed plans which are very well organised and presented, with a confident sense of the codes and conventions of music magazines and confident use of media language in the labelling and annotation.
8 marks for plans which are creative and show a real sense of organisation and presentation, with excellent use of the codes and conventions of music magazines.
9 marks for sophisticated plans for the magazine cover, 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 cover.
10 marks for outstanding creative and imaginative designs with a real sense of elegance in the design and an awareness of how to attract music fans to the magazine through typography, image, narrative and representations and contemporary trends in music magazine layout and design.



**Task 4: Explain the reasons for the layout of your magazine front cover. [10]**

1-3 marks for simple explanations of the key features such as pictures, colours, stories and fonts. Quality of written communication is basic.
4 marks for basic explanations with some sense of how the magazine will attract readers through image, text and stories or features. Quality of written communication is sufficient to make meaning clear.
5 marks for detailed explanations, with a good sense of how the music magazine will attract readers through image, text features and stories. Quality of written communication is sufficient to make meaning clear.
6 marks for detailed explanations with a sense of the codes and conventions of music magazines, with emerging media language, such as close up, medium shot, long shot, font styles, colour codes, connotations of title. Quality of written communication is effective and makes meaning clear.
7 marks for confident explanations, with effective use of media language and explicit reference to the technical codes of camera shot, angle, lighting and the symbolic codes of dress, body language, gesture, colour, typography. Quality of written communication is effective and makes meaning clear.
8 marks for excellent explanations, with effective use of media language including explicit reference to a wide range of technical and symbolic codes. There will be reference to the narrative on the front cover and there may well be reference to wider representational issues of age, gender or ethnicity. Quality of written communication is highly effective and shows a high degree of control.
9 marks for sophisticated explanations which use media language effectively to explain how the magazine 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, the types of audiences being targeted and possibly some sense of intertextuality. Quality of written communication is highly effective and shows a high degree of control.
10 marks for outstanding explanations, of how music magazines attract fans, 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, with explicit reference to music genre and sub-genre linked to the images, typography, layout and design. There will be 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 subvert the traditional conventions of the genre. Quality of written communication is highly effective and shows a high degree of control.

**Task 5: Suggest TWO ways music magazines promote music.  
Explain each of these ways.**

**[10]**

1 mark for each appropriate reason such as:

- show latest pictures of bands and performers
- read latest stories about bands and performers
- advertise latest albums
- advertise latest tours/gigs

A very good response may suggest three marketing methods:

- advertising
- publicity
- merchandising

Award no more than 3 marks if only one explanation given.

2 marks for basic explanation of two ways, with some sense of how music magazines promote bands and performers by showing pictures to the fans of their favourite stars and performers. Quality of written communication is basic.

3 marks for explanations, with some sense of how music magazines are important to music performers, such as sharing information about latest gigs, tours, albums, downloads. Quality of written communication is basic.

4 marks for detailed explanations, with a good sense of codes and conventions of music magazines, such as the latest information, news, new releases, range of photographs, images of stars and related stories. Quality of written communication is sufficient to make meaning clear.

5 marks for detailed explanations, with a good sense of the codes and conventions of music magazines, how they attract readers and why they are important to performers and producers of music, such as the latest information, news, new releases, range of photographs, images of stars and related stories with emerging media language on the technical and symbolic codes used and how they appeal to music fans. Quality of written communication is sufficient to make meaning clear.

6 marks for confident explanations of the codes and conventions of music magazines, how they attract readers and how this promotes music performers through the images, narratives and representations linked to music genres. There will be explicit reference to how magazines are used as promotional tools through publicity and advertising. Quality of written communication is effective and makes meaning clear.

7 marks for sophisticated explanations with a real sense of how the codes and conventions of music magazines are used as marketing tools by music performers and producers through advertising, publicity and merchandising. There may well be explicit reference to the uses and gratifications of music magazines for fans and how these link to the wider marketing activities of music producers and organisations. Quality of written communication is highly effective and shows a high degree of control.

8 marks for outstanding responses with a clear sense of how music magazines can be marketing tools, as well as providing a wide range of uses, gratifications and pleasures for music fans through images, narratives and representations, whether through editorial features and stories or direct or subtle advertising methods. There will be reference to wider organisational synergies and the use of magazines as part of marketing campaigns in the contemporary converging media. Quality of written communication is highly effective and shows a high degree of control.



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