



**2011 Media Studies**

**Advanced Higher**

**Finalised Marking Instructions**

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## **Advanced Higher Media Studies**

### **Marking Instructions 2011**

#### **Section 1**

##### **Media Analysis**

- Responses should be marked holistically.
  - Candidates must answer all parts of the question.
  - Candidates must display a clear grasp of the key aspects of Media Studies.
1. Must analyse one media text, but may refer briefly to other texts for comparison.  
Must apply text-based method of analysis.  
Apply EMS for Analysis, but candidates need deal with only one method to pass.
  2. Must analyse one media text but may refer to other texts for comparison.  
Apply EMS for Analysis, but candidates need deal with only one method to pass.  
The opportunity exists to offer the full range of marks if more than one method is dealt with.

#### **Section 2**

##### **Media Production**

- Responses should be marked holistically.
  - Candidates must answer all parts of the question.
  - Candidates must display a clear grasp of the key aspects of Media Studies.
  - Candidates must demonstrate KU of production process.
1. Apply EMS for production, but to pass candidates need to deal with key tasks and personnel.  
The opportunity arises to offer the full range of marks if the candidate deals with key tasks and personnel.  
All points must be covered, but not necessarily at equal length.
  2. Apply EMS for Production.  
To pass, candidate must refer to their own products.

**MEDIA STUDIES (AH)  
 MEDIA ANALYSIS – EXTENDED MARK SCALE  
 SUPPLEMENTARY ADVICE FOR EXTERNAL EXAM MARKERS**

<b>Marks 0 – 18</b>	<b>Marks 19 – 23</b>	<b>Marks 24 – 27</b>	<b>Marks 28 – 31</b>	<b>Marks 32 – 35</b>
<p>Performance at this level is characterised by ONE of the following:</p> <ul style="list-style-type: none"> <li>• one or more omission from the range</li> <li>• description of the method of analysis is unclear and/or invalid</li> <li>• analysis is unclear and/or invalid</li> <li>• explanation rather than analysis</li> <li>• lack of justification</li> </ul>	<p><b>Methods</b></p> <p>Clear and valid description of a specified method of analysis.</p> <p><b>Application</b></p> <p>Analysis is clear and valid.</p> <p><b>Justification</b></p> <p>Answer is justified</p>	<p><b>Methods</b></p> <p>Clear and valid to some depth, detail and insight of at least one method of analysis.</p> <p><b>Application</b></p> <p>Analysis in some depth and detail, and displays some insight.</p> <p><b>Justification</b></p> <p>Answer is justified with some insight.</p>	<p><b>Methods</b></p> <p>Clear and valid with considerable depth, detail and insight into at least one method of analysis.</p> <p><b>Application</b></p> <p>Analysis is in considerable depth and detail, and displays considerable insight.</p> <p><b>Justification</b></p> <p>Answer is justified with considerable insight.</p>	<p>Performance at this level is characterised by ONE of the following in addition to the criteria marks 28-31:</p> <ul style="list-style-type: none"> <li>• reference to and application of more than one method of analysis in any area</li> <li>• wide and critical analysis awareness of other relevant texts including, where appropriate, analysis of intertextual elements</li> <li>• confident, consistent and correct use of critical vocabulary</li> <li>• evaluates strengths and weaknesses of method/s of analysis</li> </ul>

**MEDIA STUDIES (AH)**  
**MEDIA PRODUCTION – EXTENDED MARK SCALE**  
**SUPPLEMENTARY ADVICE FOR EXTERNAL EXAM MARKERS**

<b>Marks 0 – 18</b>	<b>Marks 19 – 23</b>	<b>Marks 24 – 27</b>	<b>Marks 28 – 31</b>	<b>Marks 32 – 35</b>
<p>Performance at this level is characterised by any ONE of the following:</p> <ul style="list-style-type: none"> <li>• explanation rather than analysis</li> <li>• omission of one or more of the following: <ul style="list-style-type: none"> <li>- key tasks and personnel</li> <li>- creative choices</li> <li>- institutional and technological conventions/opportunities</li> <li>- no justification</li> <li>- omission of either purpose or target audience</li> <li>- analysis either invalid and/or inappropriate</li> </ul> </li> </ul>	<p><b>Characteristics of chosen media</b></p> <p>Analysis of characteristics of chosen media is clear, valid, appropriate and adequately justified with reference to target audience.</p> <p><b>Production decisions</b></p> <p>Analysis of production decisions is clear, valid and adequately justified with reference to:</p> <ul style="list-style-type: none"> <li>• key tasks and personnel</li> <li>• creative choices made</li> <li>• institutional and technological constraints and opportunities</li> </ul>	<p><b>Characteristics of chosen media</b></p> <p>Analysis of characteristics of chosen media is clear, valid, appropriate and well justified with reference to purpose and target audience.</p> <p><b>Production decisions</b></p> <p>Analysis of production decisions is clear, valid and well justified with reference to:</p> <ul style="list-style-type: none"> <li>• key tasks and personnel</li> <li>• creative choices made</li> <li>• institutional and technological constraints and opportunities</li> </ul>	<p><b>Characteristics of chosen media</b></p> <p>Analysis of characteristics of chosen media is clear, valid, appropriate and justified with considerable insight with reference to purpose and target audience.</p> <p><b>Production decisions</b></p> <p>Analysis of production decisions is clear, valid and justified with considerable insight into:</p> <ul style="list-style-type: none"> <li>• key tasks and personnel</li> <li>• creative choices made</li> <li>• institutional and technological constraints and opportunities</li> </ul>	<p>Performance at this level is characterised by ALL previous criteria for marks 28 – 31:</p> <ul style="list-style-type: none"> <li>• confident, consistent and correct use of technical vocabulary</li> <li>• insight into creative choices</li> <li>• insight into institutional constraints and opportunities</li> <li>• evidence of originality</li> <li>• knowledge and understanding of the characteristics of the chosen medium shows complexity</li> </ul>

[END OF MARKING INSTRUCTIONS]