



2010 Media Studies

Higher – Unseen Analysis

Finalised Marking Instructions

© Scottish Qualifications Authority 2010

The information in this publication may be reproduced to support SQA qualifications only on a non-commercial basis. If it is to be used for any other purposes written permission must be obtained from the External Print Team, Centre Services, Dalkeith.

Where the publication includes materials from sources other than SQA (secondary copyright), this material should only be reproduced for the purposes of examination or assessment. If it needs to be reproduced for any other purpose it is the centre's responsibility to obtain the necessary copyright clearance. SQA's External Print Team, Centre Services, at Dalkeith may be able to direct you to the secondary sources.

These Marking Instructions have been prepared by Examination Teams for use by SQA Appointed Markers when marking External Course Assessments. This publication must not be reproduced for commercial or trade purposes.

Candidates must demonstrate knowledge and understanding of Media Studies concepts.

The instructions below apply to all answers.

Read/view/listen to the text **before** marking. If the text is missing, please contact SQA at the number given in the general Marking Instructions.

- Check that the only information provided to the candidate by the centre is that indicated on the Flyleaf – if more has been provided, mark where this appears not to unfairly advantage or disadvantage candidates; otherwise, refer to PA.
- If malpractice is suspected, mark as normal and refer for Special Attention (M) as described in the general Marking Instructions.
- Along with the detailed marking instructions, use the attached Extended Mark Scale – corresponding to the performance criteria for Categories and Language – to assign a mark to each answer.
- Mark answers holistically across Categories and Language.
- Mark positively – credit should be given for a genuine response to the text.
- The candidate may apply other key aspects in support of the analysis of Categories and/or Language, but should not be penalised if this is not done.
- Use the full range of marks (0-20).
- Mark on content, not presentation – knowledge of Media Studies is being assessed. Where this is demonstrated, the candidate should not be penalised if the extended response/essay is not well constructed (unless understanding is impeded).
- Candidates should not be penalised because their cultural assumptions differ from those of the marker.

UNSEEN ANALYSIS (H)
EXTENDED MARK SCALE – SUPPLEMENTARY ADVICE FOR EXTERNAL EXAM MARKERS

0-9 marks Poor - inadequate	10-11 marks Adequate analysis	12-13 marks Clear Analysis	14-16 marks Convincing analysis	17-20 marks Full analysis
<p>Performance at this level is characterised by any ONE of the following:</p> <p>– explanation rather than analysis in terms of key aspects</p> <p>Categories and Language – omission of either Categories or Language</p>	<p>Categories As appropriate to the text, clear and valid analysis of at least two appropriate categories is justified by reference to the text.</p>	<p>Categories As appropriate to the text, clear and valid analysis of at least two appropriate categories is in some depth and detail, and is clearly justified by reference to the text.</p>	<p>Categories As appropriate to the text, clear and valid analysis of at least two appropriate categories is in depth and detail, and is convincingly justified by reference to the text.</p>	<p>Categories As appropriate to the text, clear and valid analysis of at least two appropriate categories is in considerable depth and detail, and is fully justified by reference to the text.</p>
	<p>Language As appropriate to the text, analysis of language is clear, valid and justified by reference to the text.</p>	<p>Language As appropriate to the text, clear and valid analysis of language shows in some detail and with some insight how meaning in the text(s) is created. The analysis is clearly justified by reference to the text.</p>	<p>Language As appropriate to the text, clear and valid analysis of language shows in detail and with insight how meaning in the text is created. The analysis is convincingly justified by reference to the text.</p>	<p>Language As appropriate to the text, clear and valid analysis of language shows in considerable detail and with considerable insight how meaning in the text is created. The analysis is fully justified by reference to the text.</p>

The Extended Mark Scale provides a description of the performance criteria relating to the key aspects assessed in the Unseen Analysis and defines the difference between them at each grade. It does not provide a description of how these key aspects may be combined in a complex response to the text.

DETAILED MARKING INSTRUCTIONS

		C A T E G O R I E S						
		Poor analysis	Inadequate analysis	Analysis narrowly fails	Adequate analysis	Clear analysis	Convincing analysis	Full analysis
L	Poor analysis	0 – 6	6	7	7 – 8	8	8 – 9	9
	Inadequate analysis	6	7	7 – 8	8	8 – 9	9	9
U	Analysis narrowly fails	7	7 – 8	8 – 9	9	9	10	10 – 11
	Adequate analysis	7 – 8	8	9	10 – 11	11 – 12	12	13
E	Clear analysis	8	8 – 9	9	11 – 12	12 – 13	13 – 14	14 – 15
	Convincing analysis	8 – 9	9	10	12	13 – 14	14 – 16	16 – 17
	Full analysis	9	9	10 – 11	13	14 – 15	16 – 17	17 – 20

These are limited to a max of 9 on the basis that they do not achieve the basic criteria for a pass.

This is limited to 13 on the basis that if one key aspect is adequate, a candidate would not achieve an A-equivalent pass. However, the marker may feel that there are factors which justify awarding a higher mark.

A holistic mark should be awarded. It is not a case of giving a mark out of 10 for each key aspect and adding them together, or of awarding a mark out of 20 for each and halving the total. Both Categories and Language must be achieved at least adequately in order to gain a pass. Markers should locate the appropriate mark on the grid above, based on their judgement of the analysis of each key aspect. A script which does not demonstrate adequate analysis of both key aspects can only gain a maximum of 9 marks, and this is reflected in the grid. The only exception to this is where the analysis of one key aspect is either convincing or full and the other narrowly fails. In such a case, a script may be awarded 10 or 11 if the marker feels this is deserved. Additionally, the marker may feel that there are aspects of an answer which justify awarding a higher mark than that indicated on the grid.

[END OF MARKING INSTRUCTIONS]