



**2010 Media Studies**

**Higher**

**Finalised Marking Instructions**

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## SECTION ONE: MEDIA ANALYSIS

### MARKING PROCEDURE

1. Use the Key Aspect Marking Guidance to establish the quality of the analysis of each key aspect.
2. Assign a mark using the Extended Marking Scale.

### Key Aspect Marking Guidance

#### Key aspect concepts

Media Analysis questions are general enough to allow application to fiction or non-fiction texts in any medium, form or genre. Broad conceptual terms such as ‘narrative conventions’ are used so that candidates can refer to whatever model/theory of media analysis is appropriate to the text they have studied. Except where particular concepts are specified by the question, markers should accept the use of any appropriate media analysis model/theory if it is relevant to the text and question and, in each key aspect, corresponds to *at least one* of the concepts detailed in Arrangements:

#### *Narrative*

- *narrative codes*
- *narrative conventions*
- *narrative structures*

#### *Representation*

- *representations of people, places, events or ideas*
- *selection and portrayal of representations*
- *ideological discourses implicit in representations*

#### *Audience*

- *target audience(s)*
- *mode of address*
- *preferred reading*
- *differential decoding*

#### *Institution*

- *internal constraints and contexts and their effects on the text*
- *external constraints and contexts and their effects on the text*

### References to Categories and Language

Categories and Language are not being assessed in this Paper. Candidates who analyse Categories or Language as one of the three key aspects used to respond to the question cannot pass. However, a candidate might reference Categories or Language in the context of analysis of Narrative, Representation, Audience or Institution. In such cases, the references should be credited positively as part of the analysis of the valid key aspect.

### Where more than three key aspects are referenced

Assess the quality of analysis of all key aspects referenced and see guidance at the beginning of the Extended Marks Scale.

## Quality of key aspect analysis

**Mark on content, not presentation – knowledge of Media Studies is being assessed and where this is demonstrated, the candidate should not be penalised if the extended response/essay is not well constructed.**

**Mark positively – credit should be given for a genuine attempt to use the key aspects to answer the question.**

**The following is required in the analysis of any key aspect:**

|                        |   |
|------------------------|---|
| <b>Concept</b>         | Knowledge and understanding of key aspect concepts is demonstrated.   |
| <b>Exemplification</b> | There is specific and valid justification of concepts from <i>one</i> media text.   |
| <b>Discussion</b>      | There is discussion, <i>as directed by the question</i> , of the meanings, construction, uses, effects and/or integration of concepts relating to the key aspect. |

**Assessment of individual key aspects should be holistic. There will be strengths and weaknesses in relation to each part of concept, exemplification and discussion and these should not be considered subsets to be assessed separately.**

**Assign each key aspect analysed to one of the categories below.**

Consult the Photostats and Commentaries for exemplification of standards reflected in *full, clear* etc.

### **Full Analysis**

In a full analysis of a key aspect, understanding and textual justification of specified or appropriate concepts will be demonstrated in detail. There will be considerable insight in the analysis of the key aspect, as directed by the question.

### **Convincing Analysis**

In a convincing analysis of a key aspect, understanding and textual justification of specified or appropriate concepts will be demonstrated in detail. There will be insight in the analysis of the key aspect, as directed by the question.

### **Clear Analysis**

In a clear analysis of a key aspect, understanding and textual justification of specified or appropriate concepts will be demonstrated in some detail. There will be some insight in the analysis of the key aspect, as directed by the question.

### **Adequate Analysis**

In an adequate analysis of a key aspect, understanding of specified or appropriate concepts will be demonstrated and justified by valid reference to the text. There will be some attempt to discuss the key aspect, as directed by the question.

### **Narrow Fail Analysis**

An analysis which narrowly fails to be adequate is likely to be lacking in some aspects of conceptual knowledge, textual exemplification or discussion.

### **Inadequate Analysis**

An inadequate analysis is likely to be characterised by explanation rather than analysis. Concepts required by the question may be omitted. There will be valid conceptual knowledge, exemplification or discussion but this will not be of the depth and detail required at Higher. The analysis may be of Intermediate 2 level.

### **Poor Analysis**

Although there may be references to concepts, these are likely to be basic identifications or descriptions of the text without developed analysis. There will be little, if any, valid discussion in terms of the question. The analysis may be of Intermediate 1 level.

## **Extended Marks Scale**

### **In order to achieve a pass, the candidate must:**

- attempt to answer the question
- refer specifically to one media text
- adequately analyse the *specified* key aspect and adequately analyse two *selected* key aspects from: Narrative, Representation, Audience, Institution
- clearly integrate the specified key aspect with one of the two selected, and link the third key aspect to the question in some way.

**Essays which meet all of the above criteria should be awarded 20 – 40 marks using the Extended Marking Scale.**

**Essays which do not meet all of the above criteria should be awarded 0 – 19 marks using the Extended Marking Scale.**

**Use the full range of marks (0 – 40).**

### **Where more than three key aspects are referenced**

Questions direct the candidates to refer to *at least three* key aspects. The instructions over page give guidance on how to use the full range of marks where a candidate has referenced the minimum of three key aspects. However, many candidates will make reference to all four of the key aspects being assessed in the paper. This is perfectly acceptable and natural in a complex response to a question; positive credit should be given where possible. In such cases, proceed as follows:

- If three of the four key aspects are at least adequately analysed, begin by assigning a mark based on the quality of the ‘best’ three. If the fourth key aspect adds to the quality of the *response to the question*, use discretion to increase the mark to whatever seems appropriate, for example moving the mark to the top end of a mark band or into the next mark band. If the ‘extra’ information does not add to the quality of the response to the question, additional marks are unlikely to be appropriate.
- If two of the four *narrowly fail* to be adequate, these can be combined to make the equivalent of a third adequate key aspect. No other fail combinations can be combined to be credited as adequate and should be considered narrow fail, inadequate or poor.

## Assigning a mark to the response

### Pass (20 – 40 marks)

An answer in which the weakest of the three key aspects has been judged 'clear' cannot be awarded a mark higher than 33 no matter how effectively other key aspects have been analysed.

An answer in which the weakest of the three key aspects has been judged 'adequate' cannot be awarded a mark higher than 27 no matter how effectively other key aspects have been analysed.

### 34-40 Full Answer

At least one key aspect should be fully analysed; no key aspect should be less than convincingly analysed.

38-40 Full + Full + Full

36-37 Full + Full + Convincing

34-35 Full + Convincing + Convincing

### 28-33 Convincing Answer

At least one key aspect should be convincingly analysed; no key aspect should be less than clearly analysed.

32-33 Convincing + Convincing + Convincing

30-31 Convincing + Convincing + Clear

28-29 Convincing + Clear + Clear

*Other examples: Full + Full + Clear; Full + Convincing + Clear; Full + Clear + Clear*

### 24-27 Clear Answer

At least one key aspect should be clearly analysed; no key aspect should be less than adequately analysed.

27 Clear + Clear + Clear

25-26 Clear + Clear + Adequate

24 Clear + Adequate + Adequate

*Other examples: Full + Convincing + Adequate; Clear + Adequate + Convincing. Many 'pass' combinations are restricted to a mark in this band as they include at least one 'adequate' key aspect analysis.*

### 20-23 Adequate Answer

All three key aspects should be adequately analysed. The only exception is where one key aspect is judged to be a narrow fail and the other two are at least convincingly analysed.

20-23 Adequate + Adequate + Adequate

21 Narrow Fail + Full + Full or Convincing

20 Narrow Fail + Convincing + Convincing

### **Fail (0 – 19 marks)**

An answer in which the weakest of the three key aspects has been judged ‘narrow fail’ cannot be awarded a mark higher than 19 because it does not meet the basic criteria for a pass. The only exception to this is where the other two are at least ‘convincing’ (see 20-23 Adequate band).

An answer in which the weakest of the three key aspects has been judged ‘inadequate’ cannot be awarded a mark higher than 19 no matter how effectively other key aspects have been analysed.

An answer in which the weakest of the three key aspects has been judged ‘poor’ cannot be awarded a mark higher than 14 no matter how effectively other key aspects have been analysed.

### **15-19 Narrow Fail Answer**

At least one key aspect is narrow fail; no key aspect should be lower than inadequate.

18-19 Narrow Fail + Narrow Fail + Narrow Fail

16-17 Narrow Fail + Narrow Fail + Inadequate

15 Narrow Fail + Inadequate + Inadequate

*Other examples: Convincing + Adequate + Inadequate; Convincing + Clear + Narrow Fail*

### **10-14 Inadequate Answer**

At least one key aspect is inadequate.

13-14 Inadequate + Inadequate + Inadequate

11-12 Inadequate + Inadequate + poor

10 Inadequate + Poor + Poor

*Other examples: Full + Clear + Poor; Adequate + Inadequate + Poor*

### **0-9 Poor Answer**

All Key Aspects are poorly analysed.

0-9 Poor + Poor + Poor

## **SECTION 2: MEDIA PRODUCTION**

- Use the full range of marks (0-40)
- Mark on content, not presentation – knowledge of Media Studies is being assessed and where this is demonstrated, the candidate should not be penalised if the response is not well constructed.
- Mark positively – credit should be given for a genuine attempt to demonstrate production knowledge and respond to the question.
- Where the response does not fit the question, mark only what is relevant.
- Where it is suspected that a candidate has copied/plagiarised an existing media product and it is not justified by, for example, parody or intertextuality, refer to PA.
- Use the instructions on Page 8 to assign a mark to Reflective answers.
- Use the instructions on Page 9 to assign a mark to Advertising Brief answers.
- Use the instructions on Page 10 to assign a mark to Scenario answers.

## Reflective Question – Evaluation Stage

The focus of this question is the media production process. Candidates are being assessed primarily on their knowledge and understanding of the stages, practices and skills involved in this process. In Media Studies, the key aspects are used in production to reveal how theory informs practice and *vice versa*.

In response to the Reflective question candidates are expected to discuss the relationship between the specified stages of production and the key aspects of Media Studies, as directed by the question. It is likely that candidates will take one of two approaches to this question:

- Using the components of the specified production stage as a framework for their discussion, bringing in particular key aspects in support of this discussion when relevant.
- Using particular key aspects as a framework for their answer, linking each to relevant components of the specified production stage.

Either approach is acceptable. However, the following should be noted:

In relation to the production process

- the overall discussion of the production process should be assessed holistically
- candidates need not deal with each component of the specified stage equally
- in the course of the answer, references to other stages of production may be acceptable and are likely if the question is on making or evaluation
- An adequate discussion should deal with both the details of the process **and** the reasons behind or implications of those details.
- An inadequate discussion is likely to be characterised by, for example, a production ‘diary’ or basic description of production process/product.

In relation to the use of key aspects of Media Studies

- the overall discussion of the relevance of key aspects should be assessed holistically.
- candidates need not provide equal detail on each key aspect discussed and should not be assessed in relation to Key Aspect sub-concepts.
- an adequate discussion should deal with the implications **for** or **of** particular key aspects in relation to the details of the production process.
- an inadequate discussion is likely to be characterised by, for example, a description of the product in terms of the key aspects.



## Reflective Question

- The response should be from a production point of view
- The response must deal with the stage of the production process specified in the question.
- The response must deal with the specified key aspect and at least two others.
- There should be discussion of the relationship between the specified production stage and the key aspects as directed by the terms of the question.

## Awarding a mark

Consult the Photostats and Commentaries for exemplification of standards reflected in *full, clear* etc.

### 34-40 **Full Answer.**

The specified key aspect must be used in the evaluation, along with at least two other chosen key aspects. Specific decisions made, or details of the final product will be discussed in detail in terms of these key aspects and from a production perspective which demonstrates understanding of how to manipulate content, style and media codes to create meaning, target an audience and/or achieve a purpose. There will be full evaluation of the decisions/details in terms of intended meanings, purpose or audience.

### 28-33 **Convincing Answer**

The specified key aspect must be used in the evaluation, along with at least two other chosen key aspects. Specific decisions made, or details of the final product will be discussed in some detail in terms of these key aspects and from a production perspective which demonstrates clear understanding of how to manipulate content, style and media codes to create meaning, target an audience and/or achieve a purpose. There will be convincing evaluation of the decisions/details in terms of intended meanings, purpose or audience.

### 24-27 **Clear Answer**

The specified key aspect must be used in the evaluation, along with at least two other chosen key aspects. Specific decisions made, or details of the final product will be discussed in terms of these key aspects and from a production perspective which demonstrates understanding of how to manipulate content, style and media codes to create meaning, target an audience and/or achieve a purpose. There will be clear evaluation of the decisions/details in terms of intended meanings, purpose or audience.

### 20-23 **Adequate Answer**

The specified key aspect must be used in the evaluation, along with at least two other chosen key aspects. Specific decisions made, or details of the final product will be discussed in terms of these key aspects and from a production perspective which demonstrates some understanding of how to manipulate content, style and media codes to create meaning, target an audience and/or achieve a purpose. There will be some evaluation of the decisions/details in terms of intended meanings, purpose or audience.

### 15-19 **Narrow Fail Answer**

It may be that only two key aspects are referenced, or that the specified key aspect is not referenced. There will be some description of and reasons for the content in terms of the key aspects but there may be a lack of evaluation or the response will not adequately demonstrate a production perspective.

### 10-14 **Inadequate Answer**

There will be some description of decisions/content of the final product in terms of key aspects but there is unlikely to be much evaluation. The response may be like a production diary which simply describes the process. There will be little production perspective demonstrated.

### 0-9 **Poor Answer**

There is likely to be a basic description of content and little or no evaluation.

## Advertising Brief Question

- The response must be clear, adequately relate to the specified target audience and should be described in terms of medium, content and style and technical/cultural codes.
- Audience is specified by the question and does not have to be justified.
- Medium does not have to be justified.
- Content and style, and technical/cultural codes must be justified in relation to such things as purpose, the specified target audience and/or the meanings the candidate wishes to convey.
- All parts of the question must be attempted but it is not necessary to give *equal* attention to each part.

### Awarding a mark

Consult the Photostats and Commentaries for exemplification of standards reflected in *full, clear* etc.

#### 34-41 **Full Answer**

The content/style of the advertisement will be described in detail, as will a range of technical/cultural codes appropriate to the medium. The justification of choices will be from a production perspective and demonstrate full understanding of how to manipulate content, style and media codes to create meaning, achieve a purpose, and appeal to a target audience.

#### 28-34 **Convincing Answer**

The content/style of the advertisement will be described in some detail, as will a range of technical/cultural codes appropriate to the medium. The justification of choices will be from a production perspective and demonstrate convincing understanding of how to manipulate content, style and media codes to create meaning and either appeal to a target audience or achieve a purpose.

#### 24-27 **Clear Answer**

The content/style of the advertisement will be described clearly, as will a range of technical/cultural codes appropriate to the medium. The justification of choices will be from a production perspective and demonstrate clear understanding of how to manipulate content, style and media codes to create meaning and either appeal to a target audience or achieve a purpose.

#### 20-23 **Adequate Answer**

The content/style of the advertisement will be described, as will a number of technical/cultural codes appropriate to the medium. The justification of choices will be from a production perspective and demonstrate understanding of how to manipulate content, style and media codes to create meaning. There will be some justifications relating to purpose or target audience.

#### 15-20 **Narrow Fail Answer**

The content/style of the advertisement will be described, as will some technical and cultural codes appropriate to the medium. There will be some justifications but these will not adequately demonstrate a production perspective.

#### 10-14 **Inadequate Answer**

There will be a basic description of content/style and some technical/cultural codes. These will demonstrate some understanding of the conventions of advertising but the justifications are likely to be weak and reflect a perspective that is more consumer than producer.

#### 0-9 **Poor Answer**

There is likely to be a basic description of content and few, if any, justifications.

**Where the candidate fails to justify content and style *or* technical/cultural codes, award 0-19 marks and refer to PA if necessary.**

## Scenario Question

- The treatment should be described in terms of the target audience, choice of medium, technical/cultural codes and production issues.
- Audience and medium should be stated, but do not have to be justified.
- Technical/cultural codes should be justified in relation to such things as the medium, audience and/or the meanings the candidate wishes to convey.
- Production issues must be relevant to the given scenario.
- All parts of the question must be attempted but it is not necessary to give equal attention to each part.

### Awarding a mark

Consult the Photostats and Commentaries for exemplification of standards reflected in *full, clear* etc.

#### **34-40 Full Answer**

A range of technical/cultural codes planned in the treatment will be described in detail and will relate to specific details given in the scenario. The justification of choices will be from a production perspective and demonstrate full understanding of how to manipulate media codes to create meaning. There will be discussion of at least two production issues relevant to specific details given in the scenario/treatment.

#### **28-33 Convincing Answer**

A range of technical/cultural codes planned in the treatment will be described in some detail and will relate to specific details given in the scenario. The justification of choices will be from a production perspective and demonstrate convincing understanding of how to manipulate media codes to create meaning. There will be discussion of at least two production issues relevant to specific details given in the scenario/treatment.

#### **24-27 Clear Answer**

A range of technical/cultural codes planned in the treatment will be described in clearly and will relate to specific details given in the scenario. The justification of choices will be from a production perspective and demonstrate clear understanding of how to manipulate media codes to create meaning. There will be discussion of at least one production issue relevant to specific details given in the scenario/treatment.

#### **20-23 Adequate Answer**

A range of technical/cultural codes planned in the treatment will be described and will relate to specific details given in the scenario. The justification of choices will be from a production perspective and demonstrate understanding of how to manipulate media codes to create meaning. There will be discussion of at least one production issue relevant to specific details given in the scenario/treatment.

#### **15-19 Narrow Fail Answer**

Some technical/cultural codes planned in the treatment will be described and will relate to specific details given in the scenario. There will be some justification but these will not adequately demonstrate a production perspective. Production issues might be missing or generalised and may not relate to specific details given in the scenario/treatment.

#### **10-14 Inadequate Answer**

There will be a basic description of content or some technical/cultural codes. These will demonstrate some understanding but the justifications are likely to be weak and reflect a perspective that is more consumer than producer. Production issues might be missing or generalised and may not relate to specific details given in the scenario/treatment.

#### **0-9 Poor Answer**

There is likely to be a basic description of content and few, if any, justifications.

**Where the candidate fails to justify technical/cultural codes *or* give production issues relevant to the given scenario, award 0-19 marks and refer to PA if necessary.**

[END OF MARKING INSTRUCTIONS]