



2011 Media Studies

Intermediate 1

Finalised Marking Instructions

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Intermediate 1 Media Studies 2011

Marking Instructions

Section 1 – Media Analysis

Any sensible answer together with justification should be accepted.

1. Name of text 1 mark
2. Correct identification of the kind of text – any sensible answer 1 mark
3. (a) *Identify **one** target audience from the list below, that would enjoy this text:*

- *an audience made up from a specific **age** group*
- *a **male** audience*
- *an audience made up of a particular **social class**.*

- (b) *By referring closely to the text, describe what has been included in this text to appeal to **this** audience*

Identification **only** of the target audience ie question 3(a) **only** is answered 0 marks
Identification plus **Weak** description of what was included in the text to appeal to this audience 1-2 marks
Identification plus **Adequate** description of what was included in the text to appeal to this audience 3-4 marks
Identification plus **Clear** description of what was included in the text to appeal to this audience 5 marks
Identification plus **Full** description of what was included in the text to appeal to this audience 6 marks

- (c) *Identify one **other** target audience from the list below, that would enjoy this text:*

- *an audience with a **special interest***
- *a **female** audience*
- *an audience made up of a particular **nationality**.*

- (d) *By referring closely to the text, describe what has been included in this text to appeal to **this** audience.*

Identification **only** of the target audience [ie question 3(c) **only** is answered] 0 marks
Identification plus **Weak** description of what was included in the text to appeal to this audience 1-2 marks
Identification plus **Adequate** description of what was included in the text to appeal to this audience 3-4 marks
Identification plus **Clear** description of what was included in the text to appeal to this audience 5 marks
Identification plus **Full** description of what was included in the text to appeal to this audience 6 marks

4. *This question asks you to think about the representations in the text you have studied.*

(a) *Identify **one** stereotype or **one** non-stereotype in the text*

(b) *By referring closely to the text you have studied, describe in detail what makes this representation a stereotype or non-stereotype.*

Identification **only** of one representation in the media text [question 4(a) only is answered].

1 mark

Identification plus Weak description of what makes the representation a stereotype or non-stereotype

2-3 marks

Identification plus Adequate description of what makes the representation a stereotype or non-stereotype

4-5 marks

Identification plus Clear description of what makes the representation a stereotype or non-stereotype

6-7 marks

Identification plus Full description of what makes the representation a stereotype or non-stereotype

8 marks

5. *The text you have studied has a narrative structure.*

With close reference to this text, describe this narrative structure.

Where the answer offers **ONLY** a detailed description of the (correct) narrative structure without any textual reference, award up to 4 marks.

Weak description of the narrative structure

1-2 marks

Adequate description of the narrative structure

3-4 marks

Clear description of the narrative structure

5-6 marks

Full description of the narrative structure

7-8 marks

6. *Institutional factors affect the making of media texts. These factors could include:*

Who owns the media company/companies

The effect of the law on the text

The effect of budget and resources on the text

The need to obey Health and Safety laws

The use of stars

The effect of advertisers and advertising on the text

The need to make a profit

and other institutional factors.

(a) *Identify **one institutional factor** that had an affect on the text*

Identification of one relevant institutional factor, even if it is taken from the list above.

1 mark

(b) *Describe in detail how this factor affected the text you have studied.*

Weak description of how the institutional factor affected the text

1 mark

Adequate description of how the institutional factor affected the text

2 marks

Clear description of how the institutional factor affected the text

3 marks

Full description of how the institutional factor affected the text

4 marks

- (c) *Identify **another institutional factor** that had an affect on the text.*

Identification of one relevant institutional factor, even if it is taken from the list above.

1 mark

- (d) *Describe in detail how this factor affected the text you have studied.*

Weak description of how the institutional factor affected the text

1 mark

Adequate description of how the institutional factor affected the text

2 marks

Clear description of how the institutional factor affected the text

3 marks

Full description of how the institutional factor affected the text

4 marks

Section 2 – Media Production

The instructions below apply to all answers:

- Mark positively – credit should be given for a genuine attempt to answer the question
- Mark on content, not presentation – knowledge of Media Studies is being assessed
- Give credit for the application of production knowledge and skills
- 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 the PA.

In order to achieve a pass, the candidate must:

- In Questions 2 and 3, answer all parts of the question
- Respond in a format appropriate to the question
- Demonstrate knowledge and understanding of production processes
- Respond from a production viewpoint
- Demonstrate understanding of the key aspects of Media Studies

Marks are awarded for the justification of Elements. However, in Questions Two and Three, not every Element will necessarily be included in the design. Not every Element necessarily has equal weighting, and so responses should be marked holistically.

Those Elements that are included should combine effectively in order to pass. Where the Elements are not combined effectively but are accompanied by full justification the response may still pass.

Question 1

Reflective Question on a Group Production

- (a) Kind of product – any sensible answer. 1 mark
- (b) *Identify the purpose(s) you planned for the product.*
Identification of appropriate purpose(s). 1 mark
- (c) *Describe in detail what you planned to include to meet these purpose(s).*
Weak description of how what was included met the purpose(s) identified 1 mark
Adequate description of how what was included met the purpose(s) identified 2 marks
Clear description of how what was included met the purpose(s) identified 3 marks
Full description of how what was included met the purpose(s) identified 4 marks
- (d) (i) *What is the genre of the product you planned to make?*
Identification of appropriate genre. 1 mark
- (ii) *Describe **two** elements of your product that are typical of the genre.*
Note: If only one element typical of the genre is described, award **up to** two marks.
Weak description of two elements that are typical of the genre 1 mark
Adequate description of two elements that are typical of the genre 2 marks
Clear description of two elements that are typical of the genre 3 marks
Full description of two elements that are typical of the genre 4 marks
- (iii) *Identify **one** piece of research you carried out as part of your planning.*
Identification of one appropriate piece of research. 1 mark
- (iv) *What did you learn from this research?*
Weak description of what was learned from one research finding 1 mark
Adequate description of what was learned from one research finding 2 marks
- (v) *How did you use the information you learned from your research to help you make the media product?*
Weak description of how the information was used to make the product 1 mark
Adequate description of how the information was used to make the product 2 marks

- (e) *As part of your production, you will have thought about the technical and cultural codes to use to create the effects or meanings you wanted in the text.*

These may have included, for example, dress/costume, shot, font, colour, graphics, sound, layout or any other appropriate codes.

- (i) *Identify **four** different codes you used in your production.*
- (ii) *Describe in detail how **each** of these codes was used in your production to create the effect you wanted.*

Mark (e) (i) and (e) (ii) together

Note: this question has a maximum of 16 marks

Repetition **only** of the codes listed in the question = zero marks

For **each** code identified:

Weak description of why the code was selected	1 mark
Adequate description of why the code was selected	2 marks
Clear description of why the code was selected	3 marks
Full description of why the code was selected	4 marks

- (f) *At the end of making your product, you reviewed it.*

- (i) *Did your product meet the needs of your audience?
Give detailed reasons for your answer.*

Weak description of reason(s) why the product did or did not meet the needs of the audience	1 mark
Adequate description of reason(s) why the product did or did not meet the needs of the audience	2 marks
Clear description of reason(s) why the product did or did not meet the needs of the audience	3 marks
Full description of reason(s) why the product did or did not meet the needs of the audience	4 marks

- (ii) *There are always constraints you have to deal with when making a media product.
Identify **one** institutional issue you had to deal with when planning and making your product (for example, time, resources, Health and Safety laws or other constraints).*

Identification **only** of one appropriate institutional issue zero marks

- (iii) *Describe in detail how you dealt with this institutional issue.*

Identification plus Weak description of how the institutional issue was dealt with	1 mark
Identification plus Adequate description of how the institutional issue was dealt with	2 marks
Identification plus Clear description of how the institutional issue was dealt with	3 marks
Identification plus Full description of how the institutional issue was dealt with	4 marks
Total (40)	

Question 2

Creative Brief question

Parts (i) and (ii) should be marked together

The candidate is to design **one** advertisement to persuade people to stop dropping chewing gum onto the streets and pavements.

To achieve a pass the response must be clear and adequately relate to its target audience(s).

The response must demonstrate an understanding of the conventions of advertising to a target audience in the chosen medium (from TV, Film, Radio, Print, the Internet).

If the response is fully justified	34-40 marks
If the response is convincingly justified	28-33 marks
If the response is clearly justified	24-27 marks
If the response has been adequately justified	20-23 marks
If the response has been inadequately justified	16-19 marks
If the response has been poorly justified	12-15 marks
If the response has not been justified but the design demonstrates some understanding	10-11 marks
If the response has not been justified and the design demonstrates little or no understanding	0-9 marks

Question 3

Scenario question

Parts (i) and (ii) should be marked together

Using the scenario provided, the candidate is to design a media text in a medium of their choosing.

Marks are awarded for the justifications of the medium-specific decisions.

To achieve a pass, the response must be clear, must demonstrate an understanding of the conventions of the medium and apply them appropriately.

Where the elements are not combined effectively but are accompanied by full justification, the response may still pass.

Clear design and reasons for decisions fully justified	34-40 marks
Clear design and reasons for decisions convincingly justified	28-33 marks
Adequate design and reasons for decisions clearly justified	24-27 marks
Adequate design and reasons for decisions adequately justified	20-23 marks
If the response has been inadequately justified	16-19 marks
If the response has been poorly justified	12-15 marks
If the response has not been justified but the design demonstrates some understanding	10-11 marks
If the response has not been justified and the design demonstrates little or no understanding	0-9 marks

[END OF MARKING INSTRUCTIONS]