



2011 Sociology

Higher

Finalised Marking Instructions

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GENERAL GUIDELINES FOR MARKERS

All questions in the papers provide scope for candidates to demonstrate sociological knowledge, understanding and skills at different levels.

Section A is specific in the type of information required and more detailed marking guidelines are given for this section. Points should however, be developed using appropriate sociological language and should be linked directly to the question.

Where explanation is asked for, answers should include expanded points in response to the questions. List-type or bullet-point answers are not appropriate and should not be awarded any marks.

Where the question asks for description, detail is essential and points should be developed using appropriate sociological language and linked. List-type or bullet-point answers should be awarded no more than **one** mark for each point to a total of no more than **half** the available marks. Answers that are made up of disconnected words and/or phrases should be awarded no more than half the available marks.

Where similarities and/or differences are asked for, answers that rely solely on presenting the converse of the point made, should be awarded no more than half the available marks, eg if a candidate response is: 'sociological explanations would argue that women have been socialised into housework, non-sociological explanations do not' – this would only gain one of the two marks allocated for one difference between sociological and common sense explanations.

Sections B and C are more open in terms of the range of answers candidates can produce. This leaves scope for candidates to achieve strong responses to the questions. Advice on what constitutes strong responses to specific questions is given in the specific marking guidelines, with suggestions for allocating marks. However, in general, strong responses would also be characterised by:

- consistent use of appropriate sociological terms and language
- elaboration of responses that go beyond that which is required in the question set, eg by making more points and good exemplification
- ideas expressed with a high degree of clarity
- coherence demonstrated by linking relevant concepts/ideas appropriately.

For all sections, half-marks are not permitted.

The guidelines are not prescriptive, but merely illustrate the kinds of responses that are judged to be acceptable. However, given the range and scope of sociological theory and research, the guidelines are not exhaustive and markers may credit alternative responses that they judge to be acceptable.

Candidates are expected to refer to appropriate sociological theories in Sections B and C, while this should include mention of relevant theorists, marks **will not** be allocated for merely naming theorists.

Candidates are expected to refer to studies by their title and to use the author(s) name(s) and/or the date of the study. However, whilst this is considered good practice, candidates will not be awarded any marks for using the name, author and/or date.

Any other relevant points made should be credited as appropriate.

SECTION A

Question A1

Describe **one** difference between sociological and common sense explanations of human society. **(2)**

Candidates can be awarded a total of **2 marks**; up to **2 marks** if they make an elaborated difference.

For example, if a candidate explains that common sense explanations are based on opinion, whereas sociological explanations are grounded in theory and research, then this would count as one elaborated difference.

Common sense explanations include the following points:

- based on opinion
- may be individualistic or naturalistic
- lack objectivity
- carries notions of being factual.

Sociological knowledge includes the following aspects:

- based on particular theories which have been tested through research
- attempts to be objective
- attempts to be value free or acknowledges role of values in formulating theories
- challenges taken for granted assumptions.

Candidates who use examples to demonstrate differences may also be credited depending on the quality of their answer.

Examples may include:

- people marry because they love each other vs. people marry because it is a social expectation
- people are unemployed because they are lazy and don't want to work vs. the structure of employment has changed
- people are poor because they do not budget properly vs. people are poor because of low wages and low benefits
- people commit suicide because they are unhappy vs. rates of suicide are socially distributed and can be attributed to social factors such as unemployment, religion, urbanisation, etc.

Question A2

Describe **three** features of functionalist theory. **(6)**

Award up to **6 marks** for answer; up to **2 marks** for *each* feature described. Description is asked for in the question and therefore the answer requires description and detail.

Award **1 mark** for key features that are stated rather than described and for answers that lack sociological languages/terms.

Answers may include description of the following:

- Value consensus
- Organic analogy
- Meritocracy
- Functional prerequisites.
- Consensus theory

Question A3

Explain **two** differences between structural and action theories. **(6)**

Candidates can be awarded up to **6 marks** for this question.

Question requires candidate to explain **two** differences. Analysis/Evaluative comments should be awarded higher marks. For example, when candidate phrases answers in a way that draws contrasts.

Answers may include explanations of the following points:

- Action theories begin analysis by examining the role of the individual in society whereas structural theories begin by examining the role of institutions in society.
- Action theories take a micro approach, studying individuals and small groups whereas structural theories take a macro approach and examine society as a whole.
- Action theories tend to use methods that generate qualitative data whereas structural theories tend to use methods that generate quantitative data.

If the candidate simply identifies a difference then award **1 mark** for each one identified. If candidate makes a clear distinction between each perspective award up to **3 marks** for each identified.

Question A4

Describe **two** features of Weberian theory. **(4)**

Award up to **4 marks** for this answer; up to **2 marks** for *each* feature described. Description is asked for in the question and therefore the answer requires description and detail. Award **1 mark** for key features that are stated rather than described and for answers that lack sociological language/terms.

Answers may include description of the following points:

- Protestant work ethic
- Verstehen
- Diversification of capitalism-multi-class model
- The Bureaucracy of the State
- Class, status, party.

Question A5

Explain **two** weaknesses of feminist theory. **(6)**

Award up to **6 marks** for this answer; up to **3 marks** for *each* weakness explained. Explanation is asked for in the question and therefore the answer requires description and detail.

Award **1 mark** for key features that are described rather than explained and for answers that lack sociological language/terms.

Answers may include explanation of the following points:

- Critics claim that feminists ignore other structural factors that can lead to disadvantage and focus only on gender.
- Critics claim that feminists cannot explain why some men face disadvantage in society.
- Critics claim that feminists stereotype men.
- Different types of feminist theory offer different analysis.

Candidates who answer only using specific theories may be awarded up to **6 marks** for this answer, depending on the quality of their answer.

Question A6

Describe **two** disadvantages of using structured interviews. **(4)**

Award up to **4 marks** for this answer; up to **2 marks** for *each* disadvantage described. Description is asked for in the question and therefore the answer requires description and detail.

Award **1 mark** for key features that are stated rather than described and for answers that lack sociological language/terms.

Answers may include description of the following points:

- Produces quantitative data
- Does not allow for explanation of questions or responses
- Time consuming and costly due to researcher time.

Question A7

Explain **one** advantage and **one** disadvantage of using official statistics. **(6)**

Award up to **6 marks** for this answer; up to **3 marks** for *each* advantage and disadvantage explained.

Explanation is asked for in the question and therefore the answer requires description and detail.

Award **1 mark** for key features that are described rather than explained and for answers that lack sociological language/terms.

Answers may include explanation of the following points:

Advantages

- Usually collated by official bodies such as government departments, police
- Can compare trends over time
- Rich source of quantitative data
- Already collated-saves researcher time and cost.

Disadvantages

- Does not provide qualitative data
- Different methods may be used to collect and collate data making comparisons or difficult
- May not contain all the data required.

Question A8

Describe the following three steps in the research process. **(6)**

- Operationalisation
- Fieldwork
- Theory

Candidates can be awarded up to **6 marks** for this question. Allow up to **2 marks** *per* step described. Only **1 mark** should be given for each if the response is limited – for example one word answers and/or simple statements that lack sociological language/terms.

Credit candidates who explain features as advantages.

Theory stage:

- Researcher chooses theory.

Operationalisation:

- Describing how to put research into practice. Includes 4 sub-stages: defining concepts, choosing a sample; choosing a method; deciding on specific measurements.

Fieldwork:

- Conducting research
- Researcher carries out research using appropriate methods eg participant observation
- Research uses a relevant sample.

SECTION B

Question B1 – Social Class

Analyse the extent to which *social closure* exists in UK society. Use **two** contrasting theories and relevant studies in your answer. **(30)**

This question is worth **30 marks** and requires evaluation. The marking guideline is as follows:

Introduction:	4KU	
Evaluation of 2 contrasting theories:	6KU	6AE
Evaluation of 2 relevant studies:	6KU	4AE
Conclusion/further evaluation:		4AE

However, to be awarded marks under these categories, candidates must have met the requirements for the allocated marks, eg *the theories* refers to the plural and, therefore, for full marks, candidates must discuss more than one theory. Similarly, the discussion of theories and studies includes *evaluation* and, therefore, to gain full marks in these sections, candidates must make evaluative comments on the studies used. Studies **must** refer to the theories discussed. Specific guidelines on each section are given below.

The question must refer specifically to the extent of social closure as it relates to class.

Introduction:

Up to **4 marks** should be given to this part of the discussion.

This section can include general points about the topic or may relate more specifically to the question asked.

Candidates are asked to analyse the extent to which social closure is evident in society today and an introduction may include definitions and reference to this in their introduction. Candidate may also make more general points about changes in social class. Well thought out explanations should be awarded marks at the top of the range. Very short and simple description should be awarded marks at the lower end of the range.

This could include introductory remarks, key features and definitions of class, such as:

- types of stratification
- definitions of social class and examples
- changes in social class and perceptions of class.

This may also include an introduction to social closure

- definition of social closure
- discussion of the concept of elite self-recruitment
- relevant examples.

These points may appear throughout the essay, integrated with evaluation of theories and studies.

NB: Other important points should be credited as appropriate.

Theories:

Up to **12 marks** are available for this section. To gain full marks, the discussion of each theory must include:

- candidates are required to use the theories to evaluate the extent to which social closure is evident in UK society
- identification of key features of the theories should be awarded up to **6 marks**. These descriptions should use the appropriate sociological language associated with the theory and refer to the theory specifically – eg Marxism and the influence of class on life chances
- evaluation of theories identified should be awarded up to **6 marks**. Points must be evaluative and not descriptive, for example focusing on strengths and weaknesses. To gain all **6 marks** candidates must link evaluative points to the question (ie social closure) and the extent to which this is still a significant aspect of society today, for instance to what extent would Marxists agree/disagree that there is social closure in society today
- additional points may be awarded additional marks from the conclusion/further evaluation.

Candidates, who highlight all of the aspects above and do so in a cogent manner, using the points to discuss differential achievement in education, should be awarded high marks. Candidates who draw distinctions or comparisons between theories should also be awarded high marks. Theories could include:

- Functionalism
- Marxism
- Weberianism
- Neo-Marxism
- Interactionism
- Feminism
- any other pertinent sociological theory.

Candidates are asked to evaluate **two** contrasting theories. Where candidates use two similar theories, marks should only be awarded up to a total of *half* the marks available for this section. Evaluation must also relate to the question they have been asked, ie to what extent is there still evidence of social closure in the UK today.

NB Where three theories are used – no additional marks may be allocated from the 12 marks for theories.

Studies:

Up to **10 marks** could be given to this part of the answer. Candidates must use studies linked to the theories and or the question and use them to support their discussion. For full marks candidates need to discuss more than one study. To gain full marks candidates must include the following for each study.

- findings for up to **3 marks**
- if they support/refute the theory/argument (evaluation) for up to **2 marks**.

Maximum marks should be given if all points above are discussed, depending on the cogency of arguments and relation of studies to theory. Studies must be relevant to the theories that are being discussed or to a point the candidate wishes to support. Candidates may be credited if they use two studies to discuss only one perspective, but draw on these studies to illustrate different points. However, candidates who do not relate the studies to a theory overtly should not be awarded any evaluative marks. Marks may be awarded for accurate findings.

Further Evaluation:

Evaluative comments, coherence and reasoned conclusions should be awarded high marks. Up to **4 marks** could be given to candidates who demonstrate these aspects. These aspects could be throughout the answer or in the conclusion. Marks should not be awarded for repetition of points previously made.

These marks should be awarded where:

- candidate gives details that are pertinent to, and enhance, the discussion
- evaluation is over and above that required in the theory section, eg describes more than one strength
- more than one strength and/or more than one weakness of the theories discussed
- evaluation is over and above that required in the studies section, eg explains limits of the research, demonstrates links with other research, or draws contrasts with other studies used in the answer
- comparison is made between perspectives.

SECTION C

Question C1 – The Family

Analyse the extent to which *conjugal roles* have changed in recent years. Use **two** contrasting theories and relevant studies in your answer. **(30)**

This question is worth **30 marks** and requires evaluation. The marking guideline is as follows:

Introduction:	4KU	
Evaluation of 2 contrasting theories:	6KU	6AE
Evaluation of 2 relevant studies:	6KU	4AE
Conclusion/Further evaluation:		4AE

However, to be awarded marks under these categories, candidates must have met the requirements for the allocated marks, eg *the theories* refers to the plural and, therefore, for full marks candidates must discuss more than one theory. Similarly, the discussion of theories and studies includes *evaluation*, and therefore, to gain full marks in this section, candidates must make evaluative comments on the studies used. Studies **must** refer to the theories discussed. Specific guidelines on each section are given below.

This question is specifically about conjugal roles and candidates may refer to this in their introductory remarks and must address this issue in their discussion of theories.

Introduction:

Up to **4 marks** could be given to this part of the answer. Candidates are asked to discuss the changes that have taken place with regard to conjugal roles and how this has impacted on the family. The introduction may include definitions and references to this or more general points about changes in roles within the family and family structures. Well thought out explanations should be awarded marks at the top end of the range. Very short and simple descriptions should be awarded marks at the lower end of the range.

Points may include:

- family has many different forms – nuclear/reconstituted/single parents
- families are not merely those who are married but those who co-habit
- family size has changed over the years
- divorce – changes in the law/attitudes
- family as a unit of consumption
- changes in sociological study from families to relationships.

Conjugal roles may include the following:

- changes in labour market and effects on women within family life
- changing patterns of work and effects on family life and roles within the family
- changes in family structure – takes many forms, eg nuclear, extended, reconstituted, lone parent and the effects on conjugal roles.

Answers should focus on changes to conjugal roles.

These points may appear throughout the essay, integrated with evaluation of theories and studies.

NB Other important points should be credited as appropriate.

Theories:

Up to **12 marks** are available for this section. To gain full marks the discussion of each theory must include:

- candidates are required to use the theories to discuss the extent to which conjugal roles have changed and the effect this has had. Candidates must link features and evaluation of theories to the question – ie link it to the extent to which conjugal roles have changed
- identification of key features of the theories should be awarded up to **6 marks**. These descriptions should use the appropriate sociological language associated with the theory and refer to the theory specifically – eg functionalism and the role of the family in primary socialisation.
- evaluation of theories identified should be awarded up to **6 marks**. Points must be evaluative and not descriptive – for example focusing on strengths and weaknesses. To gain all **6 marks** candidates must link evaluative points to conjugal roles, for instance to what extent Feminists would agree/disagree that there have been significant changes in the role of women within the family.

Additional points may be awarded additional marks from the conclusion/further evaluation.

Candidates who highlight all of the aspects above and do so in a cogent manner should be awarded high marks. Candidates who draw distinctions or comparisons between theories should also be awarded high marks. Theories could include:

- Functionalism
- Marxism
- New right
- Feminism
- Weberianism
- any other pertinent sociological theory.

Candidates are asked to evaluate two contrasting theories. Where candidates use two similar theories marks should only be awarded up to a total of half the marks available for this section. Evaluation must also relate to the question they have been asked, ie to what extent the conjugal roles have affected the family.

Studies:

Up to **10 marks** could be given to this part of the answer. Candidates must use studies *to support their discussion* and, for full marks, candidates need to discuss more than one study. To gain full marks candidates must include the following for each study:

- findings for up to **3 marks**
- if they support/refute the theory/argument (evaluation) for up to **2 marks**.

Maximum marks should be given if all points above are discussed, depending on the cogency of arguments and relation of studies to theory.

Studies must be relevant to the theories that are being discussed or to a point the candidate wishes to support. Candidates may be credited if they use two studies to discuss only one perspective but draw on these studies to illustrate different points.

However, candidates who do not relate the studies to a theory overtly should not be awarded any evaluative marks. Marks may be awarded for accurate findings.

Further Evaluation:

Evaluative comments, coherence and reasoned conclusions should be awarded high marks. Up to **4 marks** could be given to candidates who demonstrate these aspects. These aspects could be throughout the answer or in the conclusion.

These marks should be awarded where:

- candidate gives details that are pertinent to, and enhance, the discussion
- evaluation is over and above that required in the theory section, eg describes more than one strength
- more than one strength and/or more than one weakness of the theories discussed
- evaluation is over and above that required in the studies section, eg explains limits of the research, demonstrates links with other research, or draws contrasts with other studies used in the answer
- comparison is made between perspectives, eg which ones are strong on particular aspects – liberal feminists are good at explaining changes to conjugal roles that have resulted in greater equity.

Question C2 – Welfare & Poverty

Using **two** contrasting theories and relevant studies, evaluate the link between poverty and *welfare*. **(30)**

This question is worth **30 marks** and requires evaluation. The marking guideline is as follows:

Introduction:	4KU	
Evaluation of 2 contrasting theories:	6KU	6AE
Evaluation of 2 relevant studies:	6KU	4AE
Conclusion/Further evaluation:		4AE

However, to be awarded marks under these categories, candidates must have met the requirements for the allocated marks, eg *the theories* refers to the plural and, therefore, for full marks candidates must discuss more than one theory. Similarly, the discussion of theories and studies includes *evaluation* and, therefore, to gain full marks in this section, candidates must make evaluative comments on the studies used. Studies **must** refer to the theories discussed. Specific guidelines on each section are given below.

The question is specifically about the relationship between poverty and welfare and candidates may refer to this in introductory remarks and must address this issue in their discussion of the theories and studies.

Introduction:

Up to **4 marks** could be given to this part of the answer. Candidates are asked to discuss the extent to which poverty and welfare are linked and answers may include definitions and reference to this in their introduction. Candidates may also make more general points about poverty, stratification, benefits and so on. Well thought out explanations should be awarded marks at the top of the range. Very short and simple descriptions should be awarded marks at the lower end of the range.

Introduction may include general points relating to the study of poverty or introduce the discussion on the links between poverty and welfare. These may include:

- differences between absolute and relative poverty
- poverty is socially distributed
- some groups affected more than others, eg the sick and those with disabilities
- the relationship between poverty and the stratification system.

Points relating more specifically to poverty and welfare could include:

- the relationship between poverty and social policy
- benefits system
- some groups affected more than others, eg the sick, those with disabilities and the unemployed
- children, women and the elderly particularly affected by poverty
- effects include malnourishment, under nourishment, morbidity and low self-esteem
- the underclass and marginalisation
- changes in the labour market, such as the increase in part-time work and temporary contracts, paid and unpaid work
- the relationship between poverty and social policy.

Candidates should focus their answer on the relationship between welfare and poverty.

These points may appear throughout the essay, integrated with evaluation of theories and studies.

NB Other important points should be credited as appropriate.

Theories:

Up to **12 marks** are available for this section. To gain full marks the discussion of each theory must include:

- candidates are required to use the theories to discuss the extent to which there is a link between poverty and welfare
- identification of key features of the theories should be awarded up to **6 marks**. These descriptions should use the appropriate sociological language associated with the theory and refer to the theory specifically – for instance Marxist and neo-Marxist explanations of poverty point to the relatively few opportunities for social mobility in society.
- evaluation of theories identified should be awarded up to **6 marks**. Points must be evaluative and not descriptive – for example focusing on strengths and weaknesses. To gain all **6 marks** candidates must link evaluative points about theories to a discussion as to the extent to which there is a relationship between poverty and welfare. Additional points may be awarded additional marks from the conclusion/further evaluation.

Candidates who highlight all of the aspects above and do so in a cogent manner should be awarded high marks. Candidates who draw distinctions or comparisons between theories should also be awarded high marks.

Candidates are asked to evaluate **two** contrasting theories. Where candidates use two similar theories, marks should only be awarded up to a total of *half* the marks available for this section. Evaluation must also relate to the question they have been asked, ie poverty and welfare.

Theories might include:

- Functionalism
- Marxism
- New right
- Feminism
- Individualism
- Culture of poverty
- any other pertinent sociological theory.

Studies:

Up to **10 marks** could be given to this part of the answer. Candidates must use studies *to support their discussion* and, for full marks, candidates need to discuss more than one study. To gain full marks, for each study candidates must include the following:

- findings for up to **3 marks**
- if they support/refute the theory/argument (evaluation) for up to **2 marks**.

Maximum marks should be given if all points above are discussed, depending on the cogency of arguments and relation of studies to theory.

Studies must be relevant to the theories that are being discussed or to a point the candidate wishes to support. Candidates may be credited if they use two studies to discuss only one perspective but draw on these studies to illustrate different points. However, candidates who do not relate the studies to a theory overtly should not be awarded any evaluative marks. Marks may be awarded for accurate findings.

Further Evaluation:

Evaluative comments, coherence and reasoned conclusions should be awarded high marks. Up to **6 marks** could be given to candidates who demonstrate these aspects. These comments could be throughout the answer or in the conclusion.

These marks should be awarded where:

- candidates give details that are pertinent to, and enhance, the discussion
- evaluation is over and above that required in the theory section, eg describes more than one strength and/or more than one weakness
- evaluation is over and above that required in the study section, eg explains limits of the research, demonstrates links with other research, or draws contrasts with other studies used in the answer
- candidates discuss the way in which different theories would advocate different solutions to poverty, eg individuals helping themselves, change to distribution of wealth, etc
- candidates point out that definitions and measurements of poverty carry political implications. For example, in the UK measurement of relative poverty has greater emphasis than that of absolute poverty.

Question C3 – Crime and Deviance

Analyse the significance of the use of *statistics* in the study of crime and deviance. Use **two** contrasting theories and relevant studies in your answer. **(30)**

This question is worth **30 marks** and requires evaluation. The marking guideline is as follows:

Introduction:	4KU	
Evaluation of 2 contrasting theories:	6KU	6AE
Evaluation of 2 relevant studies:	6KU	4AE
Conclusion/further evaluation:		4AE

However, to be awarded marks under these categories, candidates must have met the requirements for the allocated marks, eg *the theories* refers to the plural and, therefore, for full marks candidates must discuss more than one theory. Similarly, the discussion of theories and studies includes *evaluation* and, therefore, to gain full marks in these sections, candidates must make evaluative comments on the studies used. Studies **must** refer to the theories discussed. Specific guidelines on each section are given below.

Introduction:

Up to **4 marks** could be given to this part of the answer. Candidates are asked to discuss the significance of statistics and an introduction may include definitions and reference to this in their introduction. Candidates may also make more general points about crime and deviance. Well thought out explanations should be awarded marks at the top of the range. Very short and simple descriptions should be awarded marks at the lower end of the range.

General points may include:

- definition of crime and deviance
- crime and deviance as a social construct
- relationship between class and deviance.

Points relating more specifically to the relationship between statistics crime and deviance may include:

- Reporting of crime
- The recording of crime
- General make-up of prison population.

Candidates should focus their answer on the extent to which statistics are significant in the sociological study of crime and deviance.

These points may appear throughout the essay, integrated with evaluation of theories and studies.

NB Other important points should be credited as appropriate.

Theories:

Up to **12 marks** are available for this section. To gain full marks the discussion of each theory must include:

- candidates are required to use the theories to discuss the extent to which statistics are significant in the study of crime and deviance
- identification of key features of the theories should be awarded up to **6 marks**. These descriptions should use the appropriate sociological language associated with the theory and refer to the theory specifically – for instance Marxists concentrate on the influence of the superstructure and claim statistics show evidence of selective law enforcement
- evaluation of theories identified should be awarded up to **6 marks**. Points must be evaluative and not descriptive – for example focusing on strengths and weaknesses. To gain all **6 marks** candidates must link evaluative points about theories to a discussion as to the extent to which crime statistics are significant to the study of crime and deviance. Additional points may be awarded additional marks from the conclusion/ further evaluation
- candidates who highlight all of the aspects above and do so in a cogent manner should be awarded high marks. Candidates who draw distinctions or comparisons between theories should also be awarded high marks.

Two relevant, contrasting sociological theories from:

- Functionalism
- Marxism
- New left realism
- Feminism
- Interactionism
- Subcultural
- any other pertinent sociological theory.

Candidates are asked to evaluate **two** contrasting theories. Where candidates use two similar theories, marks should only be awarded up to a total of *half* the marks available for this section. Evaluation must also relate to the question they have been asked, ie the significance of statistics.

Studies:

Up to **10 marks** could be given to this part of the answer. Candidates must use studies *to support their discussion* and, for full marks, candidates need to discuss *more than one* study. To gain full marks candidates must include the following for each study:

- findings for up to **3 marks**
- if they support/refute the theory/argument (evaluation) for up to **2 marks**.

Maximum marks should be given if all points above are discussed, depending on the cogency of arguments and relation of studies to theory.

Studies must be relevant to the theories that are being discussed or to a point the candidate wishes to support. Candidates may be credited if they use two studies to discuss only one perspective but draw on these studies to illustrate different points. However, candidates who do not relate the studies to a theory overtly should not be awarded any evaluative marks. Marks may be awarded for accurate findings.

Further Evaluation:

Evaluative comments, coherence and reasoned conclusions should be awarded high marks. Up to **4 marks** could be given to candidates who demonstrate these aspects. These comments could be throughout the answer or in the conclusion.

These marks should be awarded where:

- candidates give details that are pertinent to, and enhance, the discussion
- evaluation is over and above that required in the theory section, eg describes more than one strength and/or more than one weakness
- evaluation is over and above that required in the study section, eg explains limits of the research, demonstrates links with other research, or draws contrasts with other studies used in the answer
- candidates draw strong contrasts between theories, eg looking at the deviant, at agents of control, structure of society, etc.
- candidates discuss the implications of each in terms of solutions to crime and deviance, eg interactionism would look at agents of control, Marxism in ending capitalism.

Question C4 – Mass Media

Evaluate the role of mass media in the *socialisation* process. Use **two** contrasting theories and relevant studies in your answer. **(30)**

This question is worth **30 marks** and requires evaluation. The marking guideline is as follows:

Introduction:	4KU	
Evaluation of 2 contrasting theories:	6KU	6AE
Evaluation of 2 relevant studies:	6KU	4AE
Conclusion/further evaluation:		4AE

However, to be awarded marks under these categories, candidates must have met the requirements for the allocated marks, eg *the theories* refers to the plural and, therefore, for full marks candidates must discuss more than one theory. Similarly, the discussion of theories and studies includes *evaluation* and, therefore, to gain full marks in these sections, candidates must make evaluative comments on the studies used. Studies **must** refer to the theories discussed. Specific guidelines on each section are given below.

Introduction:

Up to **4 marks** could be given to this part of the answer. Candidates are asked to discuss the media and socialisation and an introduction may include definitions and reference to this in their introduction. Candidates may also make more general points about the media such as ownership and bias. Well thought out explanations should be awarded marks at the top of the range. Very short and simple descriptions should be awarded marks at the lower end of the range.

General points may include:

- forms of mass media eg TV, newspapers, magazines, books and so on
- purpose of the media – to inform/make money?
- Do the media reflect or set social values
- Ownership and control and relationship to socialisation.

Points relating specifically to socialisation and the media could include:

- portrayal of women
- portrayal of minority groups
- stereotyping
- role of media as an agent of social progression
- link to ideology
- language.

These points may appear throughout the essay, integrated with evaluation of theories and studies.

NB Other important points should be credited as appropriate.

Theories:

Up to **12 marks** should be given for this part of the discussion. To gain full marks the discussion of each theory must include:

- candidates are required to use the theories to analyse socialisation and media
- identification of key features of the theories should be awarded up to **6 marks**. These descriptions should use the appropriate sociological language associated with the theory and refer to the theory specifically – for instance neo-Marxists and hegemony
- evaluation of theories identified should be awarded up to **6 marks**. Points must be evaluative and not descriptive – for example focusing on strengths and weaknesses. To gain all **6 marks** candidates must link evaluative points about theories to a discussion as to the extent to which socialisation is linked to the media. Additional points may be awarded additional marks from the conclusion/further evaluation.

Candidates who highlight all of the aspects above and do so in a cogent manner should be awarded high marks. Candidates who draw distinctions or comparisons between theories should also be awarded high marks.

Candidates are asked to evaluate two contrasting theories. Where candidates use two similar theories marks should only be awarded up to a total of half the marks available for this section. Evaluation must also relate to the question they have been asked eg in this case socialisation.

Theories could include:

- Functionalism
- Marxism
- Pluralism
- Feminism
- Interactionism
- Hypodermic syringe model
- any other pertinent sociological theory.

Candidates are asked to evaluate **two** contrasting theories. Where candidates use two similar theories marks should only be awarded up to a total of half the marks available for this section. Evaluation must also relate to the question they have been asked eg in this case socialisation and media.

Studies:

Up to **10 marks** could be given to this part of the answer. Candidates must use studies to support their discussion and, for full marks, candidates need to discuss more than one study. To gain full marks, for each study candidates must include the following:

- findings for up to **3 marks**
- if they support/refute the theory/argument (evaluation) for up to **2 marks**

Maximum marks should be given if all points above are discussed, depending on the cogency of arguments and relation of studies to theory. Studies must be relevant to the theories that are being discussed or to a point the candidate wishes to support. Candidates may be credited if they use two studies to discuss only one perspective, but draw on these studies to illustrate different points. However, candidates who do not relate the studies to a theory overtly should not be awarded any evaluative marks. Marks may be awarded for accurate findings.

Further Evaluation:

Evaluative comments, coherence and reasoned conclusions should be awarded high marks. Up to **4 marks** could be given to candidates who demonstrate these aspects. These comments could be throughout the answer or in the conclusion.

These marks should be awarded where:

- candidates give details that are pertinent to, and enhance, the discussion
- evaluation is over and above that required in the theory section, eg describes more than one strength and/or more than one weakness
- evaluation is over and above that required in the study section, eg explains limits of the research, demonstrates links with other research, or draws contrasts with other studies used in the answer
- candidates use contrasting theories to review the way they see the consumer, eg recipient as active, recipient as passive
- candidates comment on the implications of theories discussed, eg media needs to be controlled, or no control as people are rational and will make their own choices.

[END OF MARKING INSTRUCTIONS]