



2007 Media Studies

Higher

Finalised Marking Instructions

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Section 1 – Media Analysis

The instructions below apply to all answers:

- use the full range of marks (0 – 40)
- 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 and where this is demonstrated the candidate should not be penalised if the extended response/essay is not well-constructed (unless understanding is impeded)
- where the response does not fit the question, mark only what is relevant
- give candidates the benefit of the doubt when work is at the very top end of a band, and award the higher mark.

In order to achieve a pass, all answers must:

- make an attempt to answer the question
- refer to at least one media text
- adequately analyse 3 key aspects from Narrative, Representation, Audience and Institutions, as appropriate to the question. An adequate analysis of any key aspect will correspond to the criteria for 20-23 marks in the extended marking scale
- integrate at least two of the three key aspects analysed.

If all of the above achieved:

Headroom: Extended Marking Scale (attached) and/or effectiveness of integration **20 – 40 marks**

A very good answer in which one key aspect narrowly fails may still be awarded **20 – 21 marks**

Where only two key aspects are fully dealt with: **15 – 19 marks**

Where only one key aspect is fully dealt with: **10 – 14 marks**

Clearly fails all requirements: **0 – 9 marks**

MEDIA ANALYSIS – EXTENDED MARKS SCALE				
Marks 0 – 19	Marks 20 – 23	Marks 24 – 27	Marks 28 – 33	Marks 34 – 40
<p>Performance at this level is characterised by any one of the following:</p> <ul style="list-style-type: none"> • explanation rather than analysis in terms of key aspects Narrative, Representation, Audience, Institution as required by the question • omission of any one key aspect as required by the question • failure to respond to the question 	<p>Narrative</p> <p>As appropriate to the text, analysis of narrative codes, conventions and/or narrative structure is clear, valid and justified by adequate reference to the text.</p>	<p>Narrative</p> <p>As appropriate to the text, analysis of narrative is clear, valid and treats with some detail and some insight narrative codes, conventions and/or narrative structure. The analysis is clearly justified by reference to the text.</p>	<p>Narrative</p> <p>As appropriate to the text, analysis of narrative is clear, valid and treats in detail and with insight narrative codes, conventions and/or narrative structure. The analysis is convincingly justified by reference to the text.</p>	<p>Narrative</p> <p>As appropriate to the text, analysis of narrative is clear, valid and treats with considerable detail and insight narrative codes, conventions and/or narrative structure. The analysis is fully justified by reference to the text.</p>
	<p>Representation</p> <p>As appropriate to the text, analysis of representation is clear and valid in terms of selection, portrayal and/or ideological discourses. The analysis is adequately justified with reference to the text.</p>	<p>Representation</p> <p>As appropriate to the text, clear and valid analysis of representation treats in some detail and with some insight selection, portrayal and/or the relationship to ideological discourses. The analysis is clearly justified by reference to the text.</p>	<p>Representation</p> <p>As appropriate to the text, clear and valid analysis of representation treats in detail and with insight selection, portrayal and/or the relationship to ideological discourses. The analysis is convincingly justified by reference to the text.</p>	<p>Representation</p> <p>As appropriate to the text, clear and valid analysis of representation treats with considerable detail and insight selection, portrayal and/or the relationship to ideological discourses. The analysis is fully justified by reference to the text.</p>
	<p>Audience</p> <p>As appropriate to the text, analysis of audience is clear and valid in terms of target audience, mode of address, preferred reading and/or differential decoding. The analysis is adequately justified with reference to the text.</p>	<p>Audience</p> <p>As appropriate to the text, analysis of audience is clear, valid and treats with some detail and with some insight the target audience, mode of address, preferred reading and/or differential decoding. The analysis is clearly justified by reference to the text.</p>	<p>Audience</p> <p>As appropriate to the text, analysis of audience is clear, valid and treats in detail and with insight the target audience, mode of address, preferred reading and/or differential decoding. The analysis is convincingly justified by reference to the text.</p>	<p>Audience</p> <p>As appropriate to the text, analysis of audience is clear, valid and treats with considerable detail and insight the target audience, mode of address, preferred reading and/or differential decoding. The analysis is fully justified by reference to the text.</p>
<p>Technology – This key aspect may be incorporated into the analysis where appropriate.</p>				

MEDIA ANALYSIS – EXTENDED MARKS SCALE (CONTINUED)

Marks 0 – 19	Marks 20 – 23	Marks 24 – 27	Marks 28 – 33	Marks 34 – 40
<p>NB: neither Categories nor Language is valid as one of the principal key aspects used to answer the question.</p> <p>Candidates are not being assessed on their ability to analyse Categories and Language but may incorporate these to support their analysis of the key aspects of Narrative, Representation, Audience or Institution. The extended marks scale for Categories and Language is provided here for information only.</p>	<p>Institution</p> <p>As appropriate to the text, clear and valid analysis of internal and/or external controls and their effects on the text is justified by adequate reference to the text.</p>	<p>Institution</p> <p>As appropriate to the text, clear and valid analysis of institutions treats internal and/or external controls and their effects on the text in some detail and with some insight. The analysis is clearly justified by reference to the text.</p>	<p>Institution</p> <p>As appropriate to the text, clear and valid analysis of institutions treats internal and/or external controls and their effects on the text in detail and with insight. The analysis is convincingly justified by reference to the text.</p>	<p>Institution</p> <p>As appropriate to the text, clear and valid analysis of institutions treats internal and/or external controls and their effects on the text in considerable depth and detail. The analysis is fully justified by reference to the text.</p>
	<p>Categories</p> <p>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</p> <p>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</p> <p>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</p> <p>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</p> <p>As appropriate to the text, analysis of technical and cultural codes and anchorage is clear, valid and justified by reference to the text.</p>	<p>Language</p> <p>As appropriate to the text, clear and valid analysis 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</p> <p>As appropriate to the text, clear and valid analysis shows in detail and with insight how meaning in the text(s) is created. The analysis is convincingly justified by reference to the text.</p>	<p>Language</p> <p>As appropriate to the text, clear and valid analysis of language shows in considerable detail and with considerable insight how meaning in the text(s) is created. The analysis is fully justified by reference to the text.</p>

Technology – This key aspect may be incorporated into the analysis where appropriate.

Section 2 – Media Production

The instructions below apply to all answers:

- use the full range of marks (0 – 40)
- 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 and where this is demonstrated the candidate should not be penalised if the extended response/essay is not well-constructed (unless understanding is impeded)
- 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 PA.

In order to achieve a pass, the candidate must:

- answer all parts of the question
- respond in a format appropriate to the question
- respond from a production view point
- demonstrate a knowledge and understanding of production processes.

Question-specific marking instructions:

Question 1

Reflective Question

The response must deal with at least three key aspects.

The response must deal with the planning stage of the production process.

If the relationship between the key aspects and the production process is:

fully explained:	34 – 40 marks
convincingly explained:	28 – 33 marks
clearly explained:	24 – 27 marks
adequately explained:	20 – 23 marks

A very good answer in which one key aspect narrowly fails may still be awarded **20-21 marks**.

Where only two key aspects are fully dealt with, or holistically the explanation is inadequate:	15 – 19 marks
Where only one key aspect is fully dealt with, or holistically the explanation is poor:	10 – 14 marks
Clearly fails all requirements:	0 – 9 marks

Question 2

Creative Question

The response must be clear, adequately relate to target audience and should be described in terms of that target audience, choice of medium, content and style and technical/cultural codes.

The combination of elements in the advertisement should be effective in order to pass. If the advertisement will not work, but the choices have been adequately justified, the response may still be awarded a pass.

If choices have been fully justified:	34 – 40 marks
If choices have been convincingly justified:	28 – 33 marks
If choices have been clearly justified:	24 – 27 marks
If choices have been adequately justified:	20 – 23 marks
If choices have been inadequately justified:	15 – 19 marks
If choices have been poorly justified:	10 – 14 marks
If choices have not been justified:	0 – 9 marks

Question 3

Scenario Question

The treatment should be described in terms of the target audience, choice of medium, technical/cultural codes and associated problems and solutions.

The combination of elements within the treatment should be effective in order to pass. If the treatment will not work, but the choices have been adequately justified, the response may still be awarded a pass.

If choices have been fully justified:	34 – 40 marks
If choices have been convincingly justified:	28 – 33 marks
If choices have been clearly justified:	24 – 27 marks
If choices have been adequately justified:	20 – 23 marks
If choices have been inadequately justified:	15 – 19 marks
If choices have been poorly justified:	10 – 14 marks
If choices have not been justified:	0 – 9 marks

[END OF MARKING INSTRUCTIONS]