

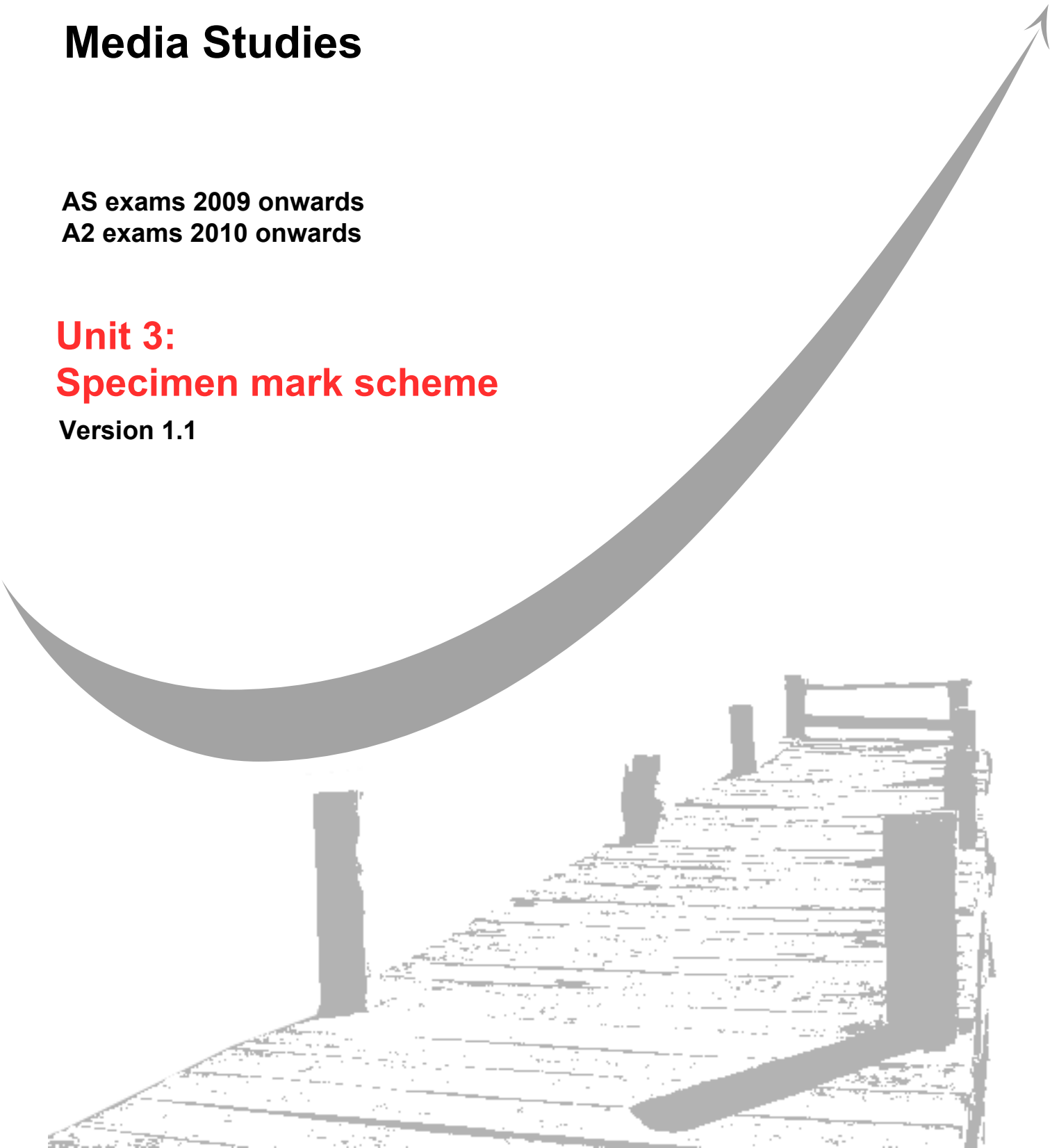
GCE
AS and A Level

Media Studies

AS exams 2009 onwards
A2 exams 2010 onwards

Unit 3: **Specimen mark scheme**

Version 1.1





General Certificate of Education

Media Studies 2570

Unit3 Media: Critical Perspectives

Specimen Mark Scheme

The specimen assessment materials are provided to give centres a reasonable idea of the general shape and character of the planned question papers and mark schemes in advance of the first operational exams.

Further copies of this Mark Scheme are available to download from the AQA Website: www.aqa.org.uk

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Unit 3 Mark Scheme for Specimen Question Paper

It is important for examiners to remember that part of the ethos of this specification is to encourage independent study and critical autonomy. It is also important to remember that Unit 3 is a synoptic unit and that candidates will have been encouraged over the course of their studies to explore the media with as much freedom as is possible. There will be elements of all responses which have been taught and discussed in the classroom, but there may also be examples of where candidates have taken their own pathways, read and watched media texts individually and investigated media issues and debates under their own steam. Examiners must therefore be prepared to expect the unexpected and to treat all responses as positively as possible – remembering that the examination requires that candidates go into as much detail as possible and refer to examples to back up their arguments.

Section A Total 32 marks

This section assesses the following assessment objective:

AO1 Demonstrate knowledge and understanding of media concepts, contexts and critical debates

Question 1

Compare and contrast the two articles, with particular reference to the representation of teenagers. (8marks)

Level 4 7-8 marks

A confident and insightful analysis and evaluation of both texts, demonstrating sophisticated knowledge and understanding of the differing media representations of teenagers within each, with detailed reference made to the concepts and wider contexts affecting the production of each text. The analysis and evaluation of the texts is well structured, articulate and engaged.

Level 3 5-6 marks

A proficient analysis and evaluation of both texts, demonstrating good knowledge and understanding of the differing media representations of teenagers within each, with reference made to the concepts and wider contexts affecting the production of the texts. The analysis and evaluation of the texts is well written and clearly expressed.

Level 2 3-4 marks

A sound analysis and evaluation of both texts, demonstrating adequate knowledge and understanding of the differing media representations of teenagers within each, with some reference to the concepts and wider contexts affecting the production of the texts. The analysis and evaluation of the texts is reasonably well written and presented.

Level 1 1-2marks

A basic analysis of the text(s), demonstrating some knowledge and understanding of the media representation(s) of teenagers. Meaning may be obscured at times by weaknesses in written communication.

Level 0 0 marks

No relevant / appropriate / suitable response.

Question 2

Consider the view that the current press treatment of teenagers is simply another ‘moral panic’.
(12 marks)

Level 4 10-12 marks

A confident and thoughtful response which considers the question carefully, provides relevant examples and sophisticated analysis and evaluation of the issues inherent in the question. The response is well structured and clearly organised, articulate and engaged.

Level 3 7-9 marks

A proficient response which gives a solid explanation of the issues and refers to relevant examples with competent analysis and evaluation of the issues inherent in the question. The response is well written, well organised and clearly expressed.

Level 2 4-6 marks

A sound response which gives an adequate explanation of the issues and refers to some examples in a basic analysis and evaluation of the question. The response is reasonably well organised and presented.

Level 1 1-3 marks

A basic response which attempts to give some explanation of the issues, and possibly offers some analysis or examples. Meaning may be obscured at times by weaknesses in written communication.

Level 0 0 marks

No relevant / appropriate / suitable response.

Question 3

There are always concerns about new technology. In your view, what are the possible benefits and problems attached to social networking, particularly on the Internet?
(12 marks)

Level 4 10-12 marks

A confident and knowledgeable response which considers the question carefully, gives relevant examples and offers sophisticated analysis and evaluation of the issues inherent in the question. The response is well structured and clearly organised, articulate and engaged.

Level 3 7-9 marks

A proficient response which gives a solid explanation of the issues and refers to relevant examples with competent analysis and evaluation of the issues inherent in the question. The response is well written, well organised and clearly expressed.

Level 2 4-6 marks

A sound response which gives an adequate explanation of the issues and refers to some examples in a basic analysis and evaluation of the question. The response is reasonably well organised and presented.

Level 1 1-3 marks

A basic response which attempts to give some explanation of the issues, and possibly offers some analysis or examples. Meaning may be obscured at times by weaknesses in written communication.

Level 0 0 marks

No relevant / appropriate / suitable response.

Section B

Total 48 marks

This section assesses the following assessment objective:

AO2 Apply knowledge and understanding when analysing media productions and processes to show how meanings and responses are created

As indicated within each level, Quality of Written Communication should be taken into account when awarding marks.

Candidates will have been given two pre-set topics to study during the year. The routes taken through the set topics will be unique to each centre and consequently examiners will have to be open-minded in assessing the candidates. The emphasis will be on positive marking. Candidates will have been encouraged to explore issues and debates, wider contexts and theories both collectively and individually and differentiation will depend on the evidence of independent study and critical autonomy.

Representations in the Media

Question 1(a)

It has been said that media representations often reflect the social and political concerns of the age in which they are created. Discuss.

Level 4 37-48 marks

The answer shows a confident and appropriate discussion and evaluation of the question, referencing a wide range of examples, providing detailed illustration and demonstrating a comprehensive application of knowledge and understanding of current ideas, debates and information about media representations and how they might reflect social and political concerns. An engaged and sophisticated response that is clear, well written and well structured, with clear evidence of critical autonomy.

At the top of this level candidates will produce an articulate and stimulating response which demonstrates evidence of an independent and informed approach and references a variety of appropriate and relevant media texts.

Level 3 25-36 marks

The answer shows proficient and appropriate discussion and evaluation of the question, referencing a range of examples, providing some detailed illustration and demonstrating a secure application of knowledge and understanding of current ideas, debates and information about media representations and how they might reflect social and political concerns. An engaged personal response that is well written and generally clear, with some evidence of critical autonomy.

At the top of this level candidates will produce an interesting and well-argued response.

Level 2 13-24 marks

The answer shows some sound and appropriate discussion and evaluation of the question, referencing some examples, providing some illustration and demonstrating an adequate knowledge and understanding of current ideas, debates and information about media representations and how they might reflect social and political concerns. A simple personal response that is written in a generally competent manner, though lacking an organising structure.

At the top of this level candidates will produce a response that tackles some of the issues involved, although the arguments may tend to be undeveloped.

Level 1 1-12 marks

The answer attempts some discussion of the question, refers to some examples, provides some limited illustration and demonstrates some basic application of knowledge and understanding of current ideas, debates and information about media representations and how they might reflect social and political concerns. A tendency towards the superficial where meaning may be obscured at times by weaknesses in written communication.

At the top of this level candidates produce a response that demonstrates the beginnings of a discussion/debate.

Level 0 0 marks

No relevant / appropriate / suitable response.

Question 1(b)

“Media representations favour those with power at the expense of those without.” To what extent do you think this statement is true?

Level 4 37-48 marks

The answer shows a confident and appropriate discussion and evaluation of the question, referencing a wide range of examples, providing detailed illustration and demonstrating a comprehensive application of knowledge and understanding of current ideas, debates and information about the political implications of media representations. An engaged and sophisticated response that is clear, well written and well structured, with clear evidence of critical autonomy.

At the top of this level candidates will produce an articulate and stimulating response which demonstrates evidence of an independent and informed approach and references a variety of appropriate and relevant media texts.

Level 3 25-36 marks

The answer shows proficient and appropriate discussion and evaluation of the question, referencing a range of examples, providing some detailed illustration and demonstrating a secure application of knowledge and understanding of current ideas, debates and information about the political implications of media representations. An engaged personal response that is well written and generally clear, with some evidence of critical autonomy.

At the top of this level candidates will produce an interesting and well-argued response.

Level 2 13-24 marks

The answer shows some sound and appropriate discussion and evaluation of the question, referencing some examples, providing some illustration and demonstrating an adequate application of knowledge and understanding of current ideas, debates and information about the political implications of media representations. A simple personal response that is written in a generally competent manner, though lacking an organising structure.

At the top of this level candidates will produce a response that tackles some of the issues involved, although the arguments may tend to be undeveloped.

Level 1 1-12 marks

The answer attempts some discussion of the question with limited reference to examples, provides some limited illustration and demonstrates some basic application of knowledge and understanding of current ideas, debates and information about the political implications of media representations. A tendency towards the superficial where meaning may be obscured at times by weaknesses in written communication.

At the top of this level candidates will produce a response that demonstrates the beginnings of a discussion/debate.

Level 0 0 marks

No relevant / appropriate / suitable response.

The Impact of new/digital media**Question 2(a)**

**“Digital media have, in many ways, changed how we consume media products.”
Who do you think benefits most – audience or producers?**

Level 4 37-48 marks

The answer shows a confident and appropriate discussion and evaluation of the question, referencing a wide range of examples, providing detailed illustration and demonstrating comprehensive application of knowledge and understanding of current ideas, debates and information about digital media and its advantages and disadvantages. An engaged and sophisticated response that is clearly written and well structured, with clear evidence of critical autonomy.

At the top of this level candidates will produce an articulate and stimulating response which demonstrates evidence of an independent and informed approach and references a variety of appropriate and relevant media texts.

Level 3 25-36 marks

The answer shows proficient and appropriate discussion and evaluation of the question, referencing a range of examples, providing some detailed illustration and demonstrating secure application of knowledge and understanding of current ideas, debates and information about digital media and its advantages and disadvantages. An engaged personal response that is well written and generally clear, with some evidence of critical autonomy.

At the top of this level candidates will produce an interesting and well-argued response.

Level 2 13-24 marks

The answer shows some sound and appropriate discussion and evaluation of the question, referencing some examples, providing some illustration and demonstrating adequate application of knowledge and understanding of current ideas, debates and information about digital media and its advantages and disadvantages. A simple personal response that is written in a generally competent manner.

At the top of this level candidates will produce a response that tackles some of the issues involved, although the arguments may tend to be undeveloped.

Level 1 1-12 marks

The answer attempts some discussion of the question with limited reference to examples, provides some limited illustration and demonstrates some basic application of knowledge and understanding of current ideas, debates and information about digital media and its advantages and disadvantages. A tendency towards the superficial where meaning may be obscured at times by weaknesses in written communication.

At the top of this level candidates will produce a response that demonstrates the beginnings of a discussion/debate.

Level 0 0 marks

No relevant / appropriate / suitable response.

Question 2(b)

“Media Institutions are right to feel threatened by new/digital media.” Consider this statement and show how media institutions are reacting to technological developments.

Level 4 37-48 marks

The answer shows a confident and appropriate discussion of the question, referencing a wide range of examples, providing detailed illustration and demonstrating comprehensive application of knowledge and understanding of current ideas, debates and information about digital media and the changes in production, distribution, exhibition and consumption of media texts in the future. An engaged and sophisticated response that is clearly written and well structured, with clear evidence of critical autonomy.

At the top of this level candidates will produce an articulate and stimulating response which demonstrates evidence of an independent and informed approach and references a variety of appropriate and relevant media texts.

Level 3 25-36 marks

The answer shows proficient and appropriate discussion and evaluation of the question, referencing a range of examples, providing some detailed illustration and demonstrating secure application of knowledge and understanding of current ideas, debates and information about digital media and the changes in production, distribution, exhibition and consumption of media texts in the future. An engaged personal response that is well written and generally clear with some evidence of critical autonomy.

At the top of this level candidates will produce an interesting and well-argued response.

Level 2 13-24 marks

The answer shows some sound and appropriate discussion and evaluation of the question, referencing some examples, providing some illustration and demonstrating adequate application of knowledge and understanding of current ideas, debates and information about digital media and the changes in production, distribution, exhibition and consumption of media texts in the future. A simple personal response that is written in a generally competent manner.

At the top of this level candidates will produce a response that tackles some of the issues involved, although the arguments may tend to be undeveloped.

Level 1 1-12 marks

The answer attempts some discussion of the question with limited reference to examples, provides some limited illustration and demonstrates some basic application of knowledge and understanding of current ideas, debates and information about digital media and the changes in production, distribution, exhibition and consumption of media texts in the future. A tendency towards the superficial where the meaning may be obscured at times by weaknesses in written communication.

At the top of this level candidates will produce a response that demonstrates the beginnings of a discussion/debate.

Level 0 0 marks

No relevant / appropriate / suitable response.