



**General Certificate of Education  
June 2011**

**Media Studies**

**MEST3**

**Unit 3: Critical Perspectives**

**Final**

***Mark Scheme***

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

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### **Critical Perspectives (MEST3)**

80 raw marks - 32 marks for Section A (AO1) and 48 marks for Section B (AO2)

Weighting: AO1 40% AO2 60%

#### **Section A**

**Total 32 marks**

This section assesses the following assessment objective:

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

#### **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*

These short answer questions are designed to encourage candidates to demonstrate knowledge and understanding of media concepts and the production contexts within which texts are produced (AO1).

Each question should be marked using the appropriate marking criteria. The list of suggested content for each question is not exclusive and candidates are not expected to refer to all of it in their answers.

## MARKING NOTATION

Examiners are reminded that it is essential to notate while marking. It is not enough to tick every page of writing. Candidates can now ask to see their papers and they have the right to see how and why the mark their work was given was arrived at.

There follows a list of notations you should use. These should be written in the left hand margin alongside the relevant point to which they refer:

✓	Good point made
✓✓	Very good point made
L	Media Language
R	Representation
A	Audience
Inst	Media Institution
G	Genre
N	Narrative
V/I	Values and Ideology
R	Representation
NDM	New and Digital Media
Th	Theory
ID	Media issue/debate
WC	Wider contexts
ICS	Independent Case Study
Eg	Example
T	Terminology
F	Focus on question
CA	Critical Autonomy
Rept	Repetition
?	Questionable Point
Desc	Description

Summative comments must be made at the end of each answer. They must demonstrate that the mark scheme has been applied and clearly indicate the reasons for the mark allocated. It is useful to take these comments from the level descriptors. An example will be presented at the standardisation meeting of a 'Model Marked Script'.

### **POINTS TO REMEMBER**

- Please mark positively at all times – take a “best fit” approach
- Use the entire spread of marks
- Reward use of appropriate media terminology (**not** language expression).
- Reward unusual responses when supported by specific reference to text(s), or consult your senior examiner
- Notes must not be marked

## **SECTION A**

### **Question 1**

**Evaluate how each advert represents young people.**

**(8 marks)**

#### **Level 4 (7-8 marks)**

A sophisticated analysis and evaluation, showing very good critical autonomy.  
Sophisticated understanding of media concepts, in particular the representations within both media products.  
Supported by detailed references to both media products.  
Articulate and engaged.

#### **Level 3 (5-6 marks)**

A proficient analysis and evaluation, showing good critical autonomy.  
Good understanding of media concepts, in particular the representations within both media products.  
Supported by references to both media products.  
Clearly expressed.

#### **Level 2 (3-4 marks)**

A satisfactory analysis and evaluation, showing critical autonomy.  
Adequate understanding of media concepts, in particular the media representations within both media products.  
Supported by references to the media product/s.  
Generally clear expression.

#### **Level 1 (1-2 marks)**

A basic analysis.  
Some understanding of media concepts, in particular the representations within the media products(s).  
Meaning may be obscured at times by weaknesses in written communications.

#### **Level 0 (0 marks)**

Mostly descriptive and/or irrelevant answer.

## **Question 2**

**Why are shock tactics, such as those in product two so often used?**  
**You may also refer to other media products to support your answer.**

**(12 marks)**

### **Level 4 (10-12 marks)**

A sophisticated evaluations, showing very good critical autonomy.  
Detailed and sophisticated application of a wide range of media debates, issues and theories.  
Supports answer with a wide range of examples from other media.  
Articulate and engaged.

### **Level 3 (7-9 marks)**

A proficient evaluations, showing good critical autonomy.  
Proficient application of a range of media debates, issues and theories.  
Supports answer with a range of examples from other media.  
Clearly expressed.

### **Level 2 (4-6 marks)**

A satisfactory evaluation, showing critical autonomy.  
Adequate application of a number of wider contexts.  
Supports answer with examples from other media.  
Generally clear expression.

### **Level 1 (1-3 marks)**

A basic evaluation.  
Basic application of some wider contexts.  
Some examples from other media included.  
Meaning may be obscured at times by weaknesses in written communication.

### **Level 0 (0 marks)**

Mostly descriptive and/or irrelevant answer.

### **Question 3**

**Consider the advantages of using online marketing to target a youth audience.  
You should refer to other media products to support your answer.**

**(12 marks)**

#### **Level 4 (10-12 marks)**

A sophisticated and detailed evaluation, showing very good critical autonomy.  
Sophisticated and detailed application of a wide range of wider contexts.  
Supports answer with a wide range of examples from other media.  
Articulate and engaged.

#### **Level 3 (7-9 marks)**

A proficient evaluation, showing good critical autonomy.  
Proficient application of a range of wider contexts.  
Supports answer with a range of examples of other media.  
Clearly expressed.

#### **Level 2 (4-6 marks)**

A satisfactory evaluation, showing critical autonomy.  
Adequate application of a number of wider contexts.  
Supports answer with examples from other media.  
Generally clear expression.

#### **Level 1 (1-3 marks)**

A basic evaluation.  
Basic application of some wider contexts.  
Some examples from other media included.  
Meaning may be obscured at times by weaknesses in written communication.

#### **Level 0 (0 marks)**

Mostly descriptive and/or irrelevant answer.



## SECTION B

- 4** “Constant media stories about gang crime create a depressing and unbalanced picture of black youngsters” ([www.guardian.co.uk](http://www.guardian.co.uk))  
Using the group or place you have studied, consider whether media portrayals are more complex than simple positive or negative representations.

**(48 marks)**

### **Level 4 37- 48 marks**

A comprehensive discussion and evaluation, showing sophisticated understanding of representation. A sharp focus on the question.

Sophisticated application of concepts and a wide range of media issues, debates and theories and wider contexts.

The use of the candidate's individual case study shows detailed evidence of independent study and very good critical autonomy. Answer is supported by a wide range of examples.

Well structured, articulate and engaged.

### **Level 3 25-36 marks**

A proficient discussion and evaluation, showing good understanding of representation. Focuses on the question.

Proficient application of concepts and a range of media issues, debates and theories and wider contexts.

The use of the candidate's individual case study shows clear evidence of independent study and good critical autonomy. Answer is supported by a range of examples.

Well structured and clearly expressed.

### **Level 2 13-24 marks**

A satisfactory discussion and evaluation, showing adequate understanding of representation. Focuses mainly on the question.

Satisfactory application of concepts and a number of media issues, debates and theories and wider contexts.

The use of the candidate's individual case study shows adequate evidence of independent study and critical autonomy. Answer is supported by examples.

Mostly well structured and expressed.

### **Level 1 1-12 marks**

A basic discussion and evaluation, showing some understanding of representation. Some focus on the question

A basic of application of concepts and some media issues, debates and theories and/or wider contexts.

The use of the candidate's individual case study shows some evidence of independent study. Answer is supported by some examples.

Meaning may be obscured at times by weaknesses in written communication.

### **Level 0 0 marks**

Mostly descriptive and/or irrelevant answer. Little focus on the question.

- 5**      **“While considerable progress has been made with respect to the depiction of gays and lesbians in television and movies, critics argue that news media still systematically ignore and distort the lives and experiences of gays and lesbians.”**  
**(Media Awareness Network)**  
**How does the representation of the group or place you have studied differ across media platforms or genres? Why do you think this is the case?**  
**(48 marks)**

**Level 4            37- 48 marks**

A comprehensive discussion and evaluation, showing sophisticated understanding of representation. A sharp focus on the question.

Sophisticated application of concepts and a wide range of media issues, debates and theories and wider contexts.

The use of the candidate’s individual case study shows detailed evidence of independent study and very good critical autonomy. Answer is supported by a wide range of examples.

Well structured, articulate and engaged.

**Level 3            25-36 marks**

A proficient discussion and evaluation, showing good understanding of representation. Focuses on the question.

Proficient application of concepts and a range of media issues, debates and theories and wider contexts.

The use of the candidate’s individual case study shows clear evidence of independent study and good critical autonomy. Answer is supported by a range of examples.

Well structured and clearly expressed.

**Level 2            13-24 marks**

A satisfactory discussion and evaluation, showing adequate understanding of representation. Focuses mainly on the question.

Satisfactory application of concepts and a number of media issues, debates and theories and wider contexts.

The use of the candidate’s individual case study shows adequate evidence of independent study and critical autonomy. Answer is supported by examples.

Mostly well structured and expressed.

**Level 1            1-12 marks**

A basic discussion and evaluation, showing some understanding of representation. Some focus on the question

A basic of application of concepts and some media issues, debates and theories and/or wider contexts.

The use of the candidate’s individual case study shows some evidence of independent study. Answer is supported by some examples.

Meaning may be obscured at times by weaknesses in written communication.

**Level 0            0 marks**

Mostly descriptive and/or irrelevant answer. Little focus on the question.

- 6      The world first heard about the death of Michael Jackson from the online gossip website TMZ.  
How has new/digital media changed the ways in which information reaches audiences and what are the implications?**
- (48 marks)**

**Level 4      37- 48 marks**

A comprehensive discussion and evaluation, showing sophisticated understanding of new and digital media . A sharp focus on the question.

Sophisticated application of concepts and a wide range of media issues, debates and theories and wider contexts.

The use of the candidate's individual case study shows detailed evidence of independent study and very good critical autonomy. Answer is supported by a wide range of examples.

Well structured, articulate and engaged.

**Level 3      25-36 marks**

A proficient discussion and evaluation, showing good understanding of new and digital media . Focuses on the question.

Proficient application of concepts and a range of media issues, debates and theories and wider contexts.

The use of the candidate's individual case study shows clear evidence of independent study and good critical autonomy. Answer is supported by a range of examples.

Well structured and clearly expressed.

**Level 2      13-24 marks**

A satisfactory discussion and evaluation, showing adequate understanding of new and digital media. Focuses mainly on the question.

Satisfactory application of concepts and a number of media issues, debates and theories and wider contexts.

The use of the candidate's individual case study shows adequate evidence of independent study and critical autonomy. Answer is supported by examples.

Mostly well structured and expressed.

**Level 1      1-12 marks**

A basic discussion and evaluation, showing some understanding of new and digital media . Some focus on the question

A basic of application of concepts and some media issues, debates and theories and/or wider contexts.

The use of the candidate's individual case study shows some evidence of independent study. Answer is supported by some examples.

Meaning may be obscured at times by weaknesses in written communication.

**Level 0      0 marks**

Mostly descriptive and/or irrelevant answer. Little focus on the question.

- 7      New and digital media erodes the dividing line between reporters and reported, between active producers and passive audiences: people are enabled to speak for themselves. ([www.indymedia.co.uk](http://www.indymedia.co.uk))**  
**Have such developments made the media more democratic, with more equal participation by more people?**

**(48 marks)**

**Level 4      37- 48 marks**

A comprehensive discussion and evaluation, showing sophisticated understanding of new and digital media . A sharp focus on the question.

Sophisticated application of concepts and a wide range of media issues, debates and theories and wider contexts.

The use of the candidate's individual case study shows detailed evidence of independent study and very good critical autonomy. Answer is supported by a wide range of examples.

Well structured, articulate and engaged.

**Level 3      25-36 marks**

A proficient discussion and evaluation, showing good understanding of new and digital media . Focuses on the question.

Proficient application of concepts and a range of media issues, debates and theories and wider contexts.

The use of the candidate's individual case study shows clear evidence of independent study and good critical autonomy. Answer is supported by a range of examples.

Well structured and clearly expressed.

**Level 2      13-24 marks**

A satisfactory discussion and evaluation, showing adequate understanding of new and digital media. Focuses mainly on the question.

Satisfactory application of concepts and a number of media issues, debates and theories and wider contexts.

The use of the candidate's individual case study shows adequate evidence of independent study and critical autonomy. Answer is supported by examples.

Mostly well structured and expressed.

**Level 1      1-12 marks**

A basic discussion and evaluation, showing some understanding of new and digital media . Some focus on the question

A basic of application of concepts and some media issues, debates and theories and/or wider contexts.

The use of the candidate's individual case study shows some evidence of independent study. Answer is supported by some examples.

Meaning may be obscured at times by weaknesses in written communication.

**Level 0      0 marks**

Mostly descriptive and/or irrelevant answer. Little focus on the question.

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