Example Candidate Responses
Paper 2

Cambridge International AS & A Level
Media Studies 9607

For examination from 2017

Version 1.0

Contents

Introduction

The main aim of this booklet is to exemplify standards for those teaching Cambridge International AS & A Level Media Studies (9607), and to show how different levels of candidates' performance (high, middle and low) relate to the subject's curriculum and assessment objectives.

In this booklet candidate responses are derived from scripts of candidates from June 2017 to exemplify a range of answers.

For each question, the response is annotated with clear explanation of where and why marks were awarded or omitted. This is followed by examiner comments on how the answer could have been improved. In this way, it is possible for you to understand what candidates have done to gain their marks and what they could do to improve their answers. At the end of the booklet, there is a list of common mistakes candidates made in their answers for each question.

This document provides illustrative examples of candidate work with examiner commentary. These help teachers to assess the standard required to achieve marks beyond the guidance of the mark scheme. Therefore, in some circumstances, such as where exact answers are required, there will not be much comment.

The questions and mark schemes used here are available to download from the School Support Hub. These files are:
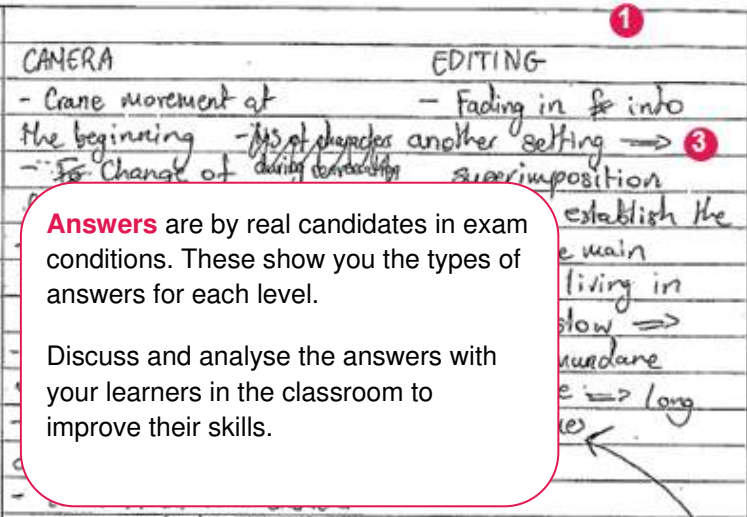
> **June 2017 Question Paper 21**
>
> **June 2017 Paper 21 Mark Scheme**

Past exam resources and other teacher support materials are available on the School Support Hub www.cambridgeinternational.org/support

How to use this booklet

This booklet goes through the paper one question at a time, showing you the high-, middle- and low-level response for each question. The candidate answers are set in a table. In the left-hand column are the candidate answers, and in the right-hand column are the examiner comments.

Example Candidate Response – high	Examiner comments
①	**①** Notes by candidates: Commonly, these notes appear to be rather random observations, which may not be that helpful to their writing of the actual response. Candidates need to be prepared for
CAMERA EDITING	
– Crane movement at – Fading in to into	
the beginning – MS of character another setting ⟶ **③**	
– To change of during conversation superimposition	
Answers are by real candidates in exam conditions. These show you the types of answers for each level.	**Examiner comments** are alongside the answers. These explain where and why marks were awarded. This helps you to interpret the standard of Cambridge exams so you can help your learners to refine their exam technique.
Discuss and analyse the answers with your learners in the classroom to improve their skills.	

How the candidate could have improved the answer

The candidate could have balanced up their res[ponse] especially to note its comic tone and to consider reflects the range of textual analysis from the ex

This section explains how the candidate could have improved each answer. This helps you to interpret the standard of Cambridge exams and helps your learners to refine their exam technique.

Common mistakes candidates made in this question

Candidates commonly described what happens in the s[equence] the technical codes of camerawork, editing, sound and

Lists the common mistakes candidates made in answering each question. This will help your learners to avoid these mistakes and give them the best chance of achieving the available marks.

Often candidates were not awarded marks because they misread or misinterpret the questions.

Question 1

Example Candidate Response – high	Examiner comments

Examiner comments:

1 Notes by candidates: Commonly, these notes appear to be rather random observations, which may not be that helpful to their writing of the actual response.
Candidates need to be prepared for the exam so that they can make a good use of their note making time. A good strategy is to have a set of features to look for in any sequence from each of the technical areas.

2 For camera, candidates might prepare to look for examples of camera movement, angle, framing, etc. This candidate picks out a range of such examples.

3 For editing, a candidate might approach the note making looking out for examples of the 180 degree rule, short/reverse shot, etc.

4 There are some good notes here on sound which is particularly interesting in this sequence: music, speech, sound effects, etc.

5 Good range of mise-en-sense observed in the note making.

6 These notes illustrate that the candidate is observant and is picking out elements of significance.

7 Notes are not marked but comments are included here to help teachers to consider the purpose of notes for candidates and help them to prepare better.

Example Candidate Response – high, continued	Examiner comments
CAMERA (additional notes) - Medium shot of characters has they further get into the conversation - ~~Long shot~~ Extreme long shots of the setting - Low angle onto character as the clients leave This segment from series 1 and episode 1 from Fargo illustrates the mundane realism of the main character's surroundings and consequently his role in it's structure. ~~The insert commences with a ~~crane~~ long shot of a laundry room that ~~quickly o quickly cha~~ changes~~ 8 ~~The insert commences with a long shot setting of a laundry room which transitions to a dining room and kitchen setting by the help of a crane movement going from the basement to the upper floor.~~ ~~The audience is introduced to ~~the main character~~ by ~~the spa~~ two characters. The main character horrever is poignantly pointed out in the beginning by ~~beginning at the dining table~~ by begi being alone at the dining table~~	 8 The candidate starts the response and then restarts. In preparing for the exam, it is worth considering how to make an economic effective start so that candidates don't have to worry too much about this.

Example Candidate Response – high, continued	Examiner comments

This segment of the first episode of Fargo illustrates the mundane realism of the main character's surroundings and consequently his role in its structure. (9)

9 This is a good introduction which sums up the sequence. The phrase 'mundane realism' is particularly effective.

The audience is introduced with a gloomy and dull setting of a laundry room with low lighting for a brief second. This long shot transitions

The audience is introduced with a gloomy and dull setting of a laundry room with the focus being (10) on the washing machine. Despite being a setting with low light the audience's attention is drawn to the appearance of the machine by a subtle highlight, its shaky and erratic (11) movements and the clattering noise it produces. This long shot slowly transitions to a medium long shot of a dining room table where the audience (12) is introduced to two characters. The loud noise of the machine plays a camouflaged but ever-present role in the first scene to emphasise the bleak and sterile environment with its monotonous sound pattern. The washing machine is a form of a non digetic sound

10 Good description.

11 Good points on lighting and sound.

12 Good points on editing.

The mise-en-scene of the first scene depicts yet again a dull atmosphere expressed by the dark wooden furniture and non-vibrant clothing of the (13) actors. like in the laundry room shot, it consists of low lighting however highlights are placed on the characters faces and the dining room table to emphasize their appearance. The notion that both the scenery and wardrobe match in tone

13 Very good range of examples of mise-en-scene, well explained.

Example Candidate Response – high, continued	Examiner comments

of color suggests that there is no innovation or particular happenings in this surrounding and that everything goes on an on-going routine. (14)

The ~~audience is ist~~

The main character is ~~poignantly~~ illustrated at the beginning (15)

The main character is made clear to the audience by the fact that in the beginning ~~of the scene~~ of the dining room scene is alone at the table with his wife's voice is the background and showing only segments of her body. ~~Her~~ the wife's introduction into the shot is depicted by the sharp sound of her plate being placed firmly against the table. ~~However, this slight trigger is the~~ Despite this abrupt movement through the insert the pace ~~of~~ is slow with predominantly long takes taking a large part of the ~~construction~~ gloominess of the sequence.

The appearance of the characters in the first scene go from a ~~long~~ medium long shot to a medium shot as they commence their conversation. ~~The~~ In & terms of camera movement the conversation was supplemented by a shot – (17) reverse shot to engage the audience into the characters conversation. Frequent close ups towards the end of the conversation indicate a further intimacy the audience has with the character to ~~analyze its~~ get a ~~further in~~ deeper insight into its emotions expressed by its facial expressions.

(14) This brings home the point from the opening paragraph, making the first page very effective.

(15) The candidate is attempting to integrate the four technical elements and to extract meaning as she progresses.

(16) Again this paragraph is a very good mixture of each of the technical codes.

(17) More good use of accurate terminology and as the paragraph progresses, a good articulate of meaning and discussion of how the audience is drawn in.

Example Candidate Response – high, continued

Examiner comments

As the scene progresses the audience comes to realize the character's misplacement into his society. This can be seen by his disregard for his wife's conversation on frequent occasion. The notion that when the main character leaves the table ~~and the focus is placed to~~ his surroundings seem to dwindle around him. In camera work terms the focus is placed on him with a subtle ~~bright~~ highlight on his face. In regards to sound his wife's speech is simultaneously with the noise of the washing machine in the **18** basement. However, over time her speech seems to be muffled by the washing machine and appear insignificant. ~~It could be said that the main character life is so mundane and insignificant that his attention is quickly altered~~ It could be said thus that his wife's speech is a direct comparison to the washing machine being both dull and mundane but still has an impact on him in some shape or form subconsciously. In addition, the impact of the diegetic sound of ~~The audience later~~ the machine can be seen by its noise being amplified during a brief pause in their conversation and thus emphasizes the bleak silence.

The character's ~~has the~~ silent meeting with the machine ~~machine~~ illustrates his reflection ~~upon~~ on **19** the comparison with their appearance. The high angle shot upon the machine with the point of view from the behalf of the main characters intrigues the audience to the main character's thoughts.

18 This key moment in the sequence is well explained and the meaning of it articulated well.

19 This key moment could be pushed further.

Example Candidate Response – high, continued	Examiner comments

The following extreme long shots of his scenery with tones of blue and grey insinuate a rigid and cold atmosphere. Furthermore, these colors are placed in the office scene to additionally [20] illustrate the character's camouflage into his surrounding. The ~~foot~~ superimposition of the establishing shots helps to thus establish the characters' setting and steadily introduce the new scene with the link being the colors of the image remaining.

[20] This is a good paragraph on the wider establishing function of this scene.

In the office scene, much like the dining room scene, the main character's speech [21] is slightly 'covered' up by the background noise in the office. Therefore, it could be said that his importance both at home and at work is insignificant because nobody pays attention to him. ⧣ The dull and emotionless expressions of the clients and the non-vivid wardrobe of all the characters yet again emphasizes the mundaneness of the surrounding.

[21] Draws some parallels with the opening scene, but no discussion of the interaction with the couple, which is very important to the overall tone of the extract.

The only form of ~~non-diegetic~~ non-diegetic sound is the soundtrack in the background [22] that aids to emphasizes the appearance of the ~~set~~ outdoor settings. Its slow tempo and lack of up-beatness ~~suggests~~ emphasize a gloomy and mundane appearance of the shots.

[22] Good mention of music.

[23] This paragraph is a good conclusion.

All in all, all factors of sound, camera, ~~an~~ mise-en-scene and editing aided to [23] create a mundane atmosphere. The reoccurrence of the washing machine can be seen as ~~a symbol~~ an attraction to the audience and a symbol to the main character's monotonous ~~y~~ and on-going routine much like the structure ~~of a washing machine~~ The ~~e~~ ever-lasting circular motions the machine produces.

[24] Overall, this is a very strong response, but the absence of discussion of the conversation with the couple in the office, which offers rich opportunity for further parallels and to note the comic tone of much of the extract too. Discussion of this would take it well into Level 5.

Total mark awarded = 39 out of 50

How the candidate could have improved the answer

The candidate could have balanced up their response more by saying more about the scene in the office, especially to note its comic tone and to consider the parallels with the first scene in the house. The mark reflects the range of textual analysis from the extract, which places it at the top of Level 4.

Example Candidate Response – middle	Examiner comments

Notes

(Begining) Dialoge between Husband & wife
reverse shot between husband & wife.
- Digetic sound/Ambient noise of broken washer
- Husbands clothes Tie. (mise en scene)
- Tilt up of washer going up to kitchen
- Husband giving
- similar defacus of husband and wife.
- over the shoulder
- eye level between husband (Tilt down of
- diegetic sound of music   him walking down
- close up of husband angry about wife saying
- low angle of   (Dolly in of washer)
- Dialoge between husband and wife
- Over the shoulder shot of wife and showing
- Digetic sound or spoons while they eat
  soup.   (clean)
(middle) - long shot of houses   (sad music)
- et of town
- long shot of town shops
- dissolve in each shot   (snow globes on
- reverse shot bet   desk to show its chris
- two shot reverse shot between husband &
  two customers.   (Dialoge between people
- Dialoge between   and salesman   matime
- Digetic sound of tell. ringing - eye level when people leave
end)   between customer
- dissolve of husband to outside   #husband
- pan to the right of husban and TNt up sales man
  of husband looking at washing machines
- Digetic sound of cars honking outside

(margin notes: imply, denote, connote, show, suggest, reinforce)

Example Candidate Response – middle, continued	Examiner comments

1 In the sequence from Fargo, continunity editing is used throughout the sequence by masking the cuts to seamlessly blend all the shots together. In the opening scene is a tilt up of broken washer tilted up into kitchen, to donnote how loud the washing machine is that it you can hear it all the way from the basement. Next their is dialoge between Husband and wife about the washing machine; Also reverse shot of Husband and wife communicating, As you can see by the Husbands attire he is a salesman but according to the wife he is not a very good one. Next **2** there is an over the shoulder shot of wife saying he needs to be more enthusiastic and that reinforces he is maybe not a very happy person. There is also digetic sound of clinging of spoons while they are eating soup. There is a tilt up of Husband getting up from the table. Next there is eye level of Husband and wife talking to imply they are the same level of importance. Next there is an over the shoulder of the Husband turned around kind of disapointed about not being a very good salesman. Next there is shallow focus of husband showing his facial expression after his wife insults him. Next there is a close up of Husband and he seems to very mad reinforce to that he is sad and wants to be a better salesman. After their is non digetic music which is sad music to donnote he is maybe depressed. Next **3** Husband walks down to the basement with a

1 Potentially a good start, but no examples to support the assertions made about editing, till later on.

2 This quickly becomes chronological recall of all technical detail. There is some attempt to talk about meaning, but overall too much of it is descriptive.

3 The lack of systematic structure to the response is made more obvious by this extremely long paragraph, which lasts over a page.

Example Candidate Response – middle, continued	Examiner comments

tilt down of him walking down the stairs to donnote he's going to look at the broken washer. Next there is a dolly in of washer to shaking everywhere to show its very **(4)** broken and that he can't afford one right now. Also the digetic sound of the loudness the washer is mazing. suggests its very broken.

(5) In the Next scene it sh is a long shot of houses, where the husband and wife live, also showing husband going in the pouring snow to sea Imply he has a tough life. Also digetic music of sad music to create a sad mood. There also is a sound bridge of sad music going from one clip to another. Next there is a extreme long shot of the town to show its snowing everywhere. Next there is a long shot of town shops to suggest maybe thats where the husband works. Throughout the clips of the setting they had dissolved each clip into another.

(6) In the next scene, is in the husbands office with two customers to donnote he is a salesman. In the sequence it adheres the 180 degree rule and the characters relationship is spacial. Next there is two shot reverse shot between salesman and customers. Also there Is snow Globes on his desk to show its christmas time. There is dialoge between people talking. Then there is a digetic sound of telephone ringing from the people in the back. Then there is dialoge between customer and salesman and customers getting up to leave when the session isn't even

(4) The candidate keeps using 'donnote' which appears to be a combination of 'denote' and 'connote' thus indicating their confusion with the terms.

(5) This paragraph does show how the scene acts as a bridge between the two conversations scenes and articulates possible meaning quite well.

(6) This section is far too brief given how much of the extract the scene comprises. The candidate misses the tone and potential significance of it in developing aspects of the central character for the audience.

Example Candidate Response – middle, continued	Examiner comments
over to ~~show they arent~~ reinforce they arent interested in talking to him and are making an exscuse to leave. Next there is a dissolve of husband in office to outside of a washing machine store. Next there is ~~a titt up~~ a pan to the right and tilt up of husband and or sales man looking at washing machines to suggest he can't afford a washing machine and is sad he can't ~~make~~ make enough money for it. Last there is diegetic sound behind him of cars honting everywhere. **(7) (8)**	**(7)** Again, this is largely descriptive and under developed.

(8) Overall, this is a satisfactory response, with some use of technical terms and some understanding of how meaning is generated in the extract.

Total mark awarded = 24 out of 50 |

How the candidate could have improved the answer

The candidate could have broken up the early part of the response into shorter paragraphs, each of which could deal with a separate aspect of the technical codes. The candidate could have made more of the use of the establishing shots of the town as a bridge to the second scene in the office, which in turn could have been analysed to consider the meanings generated.

Example Candidate Response – low	Examiner comments

Notes

Camera Shots + Andest movement
Rising Camera X2
Establishing Shot of Salesman Shop.
Slow Zoom on wester
Rising Camera through floor.
focus on Salesman face — Anger about his labour.

People
Salesman seen happy at front

21st Century
Salesman Struggle to get by. Become angrier to Sell

Editing

Quickens as Salesman gets desprite to sell as they love
Change of angle to Show reaction of Salesman
Slow editing when really trying to Sell the Life insurance.
Cross fade to wester window
discreet cut above floor boards

Sound

Washing Machine thumping — Throughout the Scene
Non diegetic Sounds as he tries to go to basement. Almost Curiosity music. — used as Sound bridge
Change in noise of washing machine — Sounds 'Angry' Reflecting his feelings
Mise in Scene   Motivational Poster —
Everyday house, Shows Lower class — Small Wooden Kitche
Dull looking basement + Dark   Old machine in basement
Simple appliances   Small house
Snow   Poor fitting Suit   In Audio

Representation

Salesman/woman are too harsh on Potential customers
Selling techniques in the 21st Century are too 'real'
Their home life is not very good

House Dinner   Represented one Salesman may Seem okay but are desperite. Home life wife making him jealous like brother
↓
Basement   etc.
↓ Desperite to be
store
looking at door/market

Example Candidate Response – low, continued	Examiner comments
Notes This Extract shows the tough life of a salesman Represented is the Anger Of his homelife which Comes through at work – Violent examples cause Customers to walk away.	
Response During the extract Of fargo we follow a Salesman through his homelife and work life. Portrayed in the extract is the tough life of Salesman in the 21st Century and how emotions can often effect the working man. (1)	(1) This is potentially a good start, though the second sentence is a very particular 'reading' of the extract.
In the opening Scene we see a dark and dreary looking basement with a very noisy washing machine. (2) As the Camera rises through the floor with a silence. Cut to show the two characters to dinner. In this scene the Salesman describes the washing machine as "Angry" which is foreshadowing the emotions of the Salesman shortly after. The Camera shots shows a close up of the Salesman whilst his wife comes on about his brother and eventually loses focus of the wife in the background. This is to Show the anger building of the Salesman whilst his wife talks about the brother and his Success. This mixed with the non diegetic Soundtrack, which (3) gives a feeling of curiosity, helps to Show this anger and the want to impress the Characters wife.	(2) Some good description. (3) There are some good points here but they are largely at the level of character descriptions with a little on camerawork.
Furthermore to the feeling of anger, we see the Salesman attempt to make a lousy Sale of life insurance. His built up anger is Portrayed in (4) this Scene when he starts to talk about different types of accidents and deaths to a Young Couple. This link from the dinner Scene to the Shop Shows how his mood effects his ability to Sell. (5)	(4) There is no mention of the exterior scene which links the two indoor scenes. (5) This part of the extract is just described in terms of dialogue and narrative, with no real attention to the technical notes.

Example Candidate Response – low, continued	Examiner comments
Because Throughout the extract we see the house of the Salesman and his clothes. This shows he is of lower class whilst living in Canada, which we can tell by the accents. Carrying on from the represented anger in the kitchen meal scene the washing machine is always loud. This A not so subtle change of sound from the machine (6) almost reflects the anger and arrogance of the current conversation to the Salesman This emphasises the feelings of the Salesman throughout the extract.

Another theme represented is that Salesman in the 21st century use scare mongering Potential Customers into sales. (7) This is seen by the Poor Sale of life insurance to a couple expecting a baby. The harsh reality the Salesman sells to the couple is grim and very disturbing which in turn makes them leave. The tough approach could be seen as awkward and scare mongering. The use of the slow editing shows the awkwardness of the Salesman. This as well as the dark, dull basement in the first scene could relate to his current emotions and feelings. The feeling of being a failure or someone different, like the Poster of fish in the basement, which was motivational. (8) | (6) Good points on the washing machine as symbol.

(7) This paragraph largely repeats points made earlier in the response, with very little on technical codes and also misses the humour of the scene.

(8) Overall, the candidate struggles with relating technical codes to meaning in a limited answer.

Total mark awarded = 18 out of 50 |

How the candidate could have improved the answer

The candidate needed to move beyond character description into making far more reference to the technical codes and how they construct meaning. Much greater length would be needed to cover the detail of the sequence in relation to all four technical codes.

Common mistakes candidates made in this question

Candidates commonly described what happens in the sequence, chronologically, rather than analysing how the technical codes of camerawork, editing, sound and mise-end-scene function to produce meaning.

There was a tendency this year to miss significant parts of the sequence – notably the short scene linking the two indoor scenes and/or the office scene.

Editing tends to the technical code least well covered.

Candidates often used inaccurate terminology.

Question 2

Example Candidate Response – high	Examiner comments
A Movie's reputation depends on it's hype by the audience & it's longitivity, making it one of the most recognisable movies of all time. **(1)** Though this largely depends on cross-media convergence & synergy which gives the movie longtivity and continious buzz. **(2)** Cross-media convergence & Synergy are both similar tools film production companies utilize such as Universal Pictures and Walt Disney productions utilize to give their movies bigger, better reputations and gain them attention from their audiences. This is seen in Universal & Pictures' ~Fast & Furious' franchise where **(3)** they've used cross-media convergence such as the internet making use out of youtube uploading & marketing **(4)** techniques such as trailers, or deleted scenes, or even funny takes of the movie, Or the App they've created for both Iphone & Android users that is a Fast & Furious racing game on any mobile or tablet device **(5)** which just increases the franchises fanbase which had helped them be the sixth highest grossing	**(1)** Slightly confused opening. It is not clear what candidate means by 'hype' – perhaps the way a campaign might build audience anticipation. A better explanation here would have been beneficial. **(2)** The candidate starts with the terms of the question. **(3)** The candidate indicates the examples to be explored. **(4)** The candidate begins to reference specific elements which might be used in marketing via the Web. **(5)** Good specific examples.

Example Candidate Response – high, continued	Examiner comments

film of all time with a profit of $5 billion all together at **(6)** the box office.

Similarly, Walt Disney's 'High School musical' franchise, which came to be disney's highest watched movie on Disney channel utilize cross-media convergence through having apps on tablets such as, **(7)** 'High school musical: Karaoke'. Both franchises continued the use of cross-media convergence by having video games such as FiFf for PS2, PS3, Xbox 360 and Nintendo, and HSM3: Sing It! or HSM2: Work it out. Video games along with other cross-media convergence are smart tactics because these outcomes of using Cross media convergence is synergy help the movie reach out to millions of more people since It's a source of letting the people recognise the film from different aspects.

Though as a musical, High school musical had places a wider range of cross convergence such **(8)** as a soundtrack with all their songs as well as a bonus single in there and had the opportunity to make virtual

(6) This figure is inaccurate. It is actually $1bn at the box office for this film. However, the candidate may have meant the combined figures for the franchise and merchandising/spin-offs.

(7) Good comparisons are drawn between the two franchises and the candidate is making headway with the question by using video games as an example of cross-media and synergy.

(8) Another good example of cross-media-music.

Example Candidate Response – high, continued	Examiner comments
competitions for their audience where the audience submit theirselves either singing or playing an instrument on YouTube? Therefore Disney's use of cross-media convergence is important as it furthers their relationship as a production studio with their audience as they engage with them, creating an even bigger buzz for the HSM Franchise. [9]	[9] The candidate draws on the audience/institution relationship quite well throughout.
Though, Both production companies have used similar techniques of synergy to promote their films even further. Disney have produced their own toys and have sold these figures in Disney Stores and the Internet, whereas F&F teamed up with Hasbro to create a doll for their characters and were distributed on in toy stores such as Hamley's and Toys R Us. which by using [10] synergy, these companies are creating a large empire of their film franchises making them one of the most recognisable movie franchises of all time.	[10] More good examples from the wider appeal and money-making potential of the film's spin-offs.

Example Candidate Response – high, continued	Examiner comments
Cross-media convergence & synergy are both very important to the film industry. Each movie franchise I have studied utilized this to the maximum by having High school musical cereal boxes and merchandise such as HSM microphones, shirts & Diary's. **(11)** Cross-media convergence & synergy, are both crucial to the film industry, as they set out the targetted audience for example, High School musical targetted their audience through synergy by having a website with games for kids to teens & sold their playing cards & toys in their Disney Stores, whereas Fast & Furious, A much more intense heist racing film, had used synergy & cross-media convergence by having racing cars with remote controllers targetted for teen boys & even 30 year old men.

To further my conclusion, Cross-media Convergence is very important in film as It doesn't just stop the Movie there, It makes the movie go beyond that & gains the movies more attention, initially more profit and has the movie longivity. As I consumer of media, I am a daily user of my phone. I won't | **11** More good examples. |

Example Candidate Response – high, continued	Examiner comments
be seeing High School Musical or the Fast & The Furious everyday, Although I'm more likely to play one of their apps on their **(12)** phone everyday, or play Fast & Furious on my PS3, which concludes what were my initial thoughts about cross-media convergence & synergy. It makes the films and turns them into a business and creates a huge empire for the films and gains them A much higher & bigger **(13)** reputation world wide.	**(12)** The candidate brings the response back to finish on his own experience, which is a good conclusion.
	(13) Overall, this is an enthusiastic response, although it would have benefitted from better organisation, particularly at the start. It draws upon a range of examples and shows excellent understanding of the task, with frequent reference to case study material and clearly relevant examples.
	Total mark awarded = 41 out of 50

How the candidate could have improved the answer

The candidate could have been more systematic and clear about how they define the terms cross-media convergence and synergy, and to mobilise their examples in a more systematic way.

Example Candidate Response – middle	Examiner comments
Cross - media convergence is the formation of various kinds of mediums together. Synergy is known as the different companies working together. (1)	(1) The response starts with a definition of how the candidate understands the terms, which is a good way in to the response.
Cross - media convergence is very important for the film production. Back then, there used to be few (2) mediums like speakers - sounds, television and it used to take a lot of time and work for institutions to make a movie or for the audience to view it. Due to which the movies wouldn't turn out to be 'the best' ones. But now everything is available (3) in one thing. For example, mobile phones, people can view each and everything from phones like watching movies, using social medias, listening (4) to songs, clicking pictures /videos, etc. Therefore all these things has helped cross - media convergence to grow. For example, in the movie frozen everything was 3D, the songs sound filming everything was done through cross - media convergence (5) The audiences could connect directly and quickly to the institutions - as they posted everything on social medias which helped the audiences to view, like the frozen (Disney) company created an instagram	(2) The candidate does not specify when there used to be few mediums.
	(3) The candidate gets into difficulties here. There are a number of assertions which seem to be both irrelevant to the question and also open to dispute. Which film?
	(4) The candidate starts to get back on track with explanation of technological convergence in devices like phones and then in the film example, Frozen.
	(5) This is not really cross-media convergence, more about social media marketing strategies.

Example Candidate Response – middle, continued	Examiner comments
account for the frozen movies and added all new posters and shared few clips of the stars which made people excited to watch the movie. They created twitter **(6)** and facebook accounts to share all the detailed information and trailers which made the communication with the audiences directly. There were websites and snapchat accounts as well through which the star cast could go live and communicate with the fans and audiences. Due all these things and a great story of the movie frozen, it did really well in the box office. It crossed **(7)** more than millions of records in box office (worldwide). Hence, cross-media convergence is very important in the field of films and its marketing. **(8)** The synergy and cross media convergence are interrelated to each other as all these sites and technologies allow two companies to know about each other and form together. For example in the movie frozen, the Disney ~~formed~~ it promoted all the marketing, distribution and production through their own companies which go helped	**(6)** This may all be true, but it is not relevant to the question? The candidate is losing focus here. **(7)** Again, this does not seem to make sense: 'more than millions of records.' **(8)** These are better points, as the candidate starts to focus more and show a grasp of the concepts, applied to some examples.

Example Candidate Response – middle, continued	Examiner comments

to gain a lot of profit for them. The production name for Disney is Buena Vista. The song 'Let It Go' also promoted the movie alot. The major films mostly uses the vertical integration as they has their own production distribution and marketing complies like Disney, 20th fox Century, etc. But for indie films they themselves use the horizontal integration as they will need others to promote their movies. For example, In many movies, there are coke ads and few other companies ~~add to~~ ~~promote their idea company due~~ ~~so which in returns the company~~ ~~movie company~~ which helps to promote their company, and in returns they promote or give advertisment about the movies. Therefore mostly synergy is used to promote each other companies, It is also known as the parent company.

Henie, both cross-media convergence and synergy play a major roles in producing and promoting the films.

9 There is also a sense here of alternative models and how they might work.

10 Overall the response shows some understanding at times with good reference to examples but then loses focus. There is satisfactory understanding of the task overall with some satisfactory understanding of institutional practices and some relevance.

Total mark awarded = 25 out of 50

How the candidate could have improved the answer

The candidate could have been much clearer about what they understood by the terms and to have demonstrated this understanding in a more relevant and focused way through application to chosen examples.

Example Candidate Response – low	Examiner comments
Both cross-media convergence and synergy play very important roles in the film industry. These techniques help tremendously in both the production and distribution of products within the industry, as well as marketing. ① Cross-media convergence plays a large role in the production of films. This also goes hand in hand with the ownership of such production companies. For instance, most of the time in film, production companies are typically all subsidiaries of bigger, known companies such as ② Comcast and Viacom. For example, Universal is a well known subsidiary of comcast. These companies all typically work together on films in order to receive more financial help as well as hopefully have more economic success. Cross-media convergence allows for both ③ production and distribution companies to mutually benefit off the film. ④ Synergy is also quite important in the film industry seeing as it allows for different brands to benefit as well as the film. An example of the use of synergy in a film can be seen in the promotion of the Disney film Beauty and the Beast. One of the brands the film ⑤ partnered with was a floral company, who promoted their product as the official flower of the film. This benefited both the film and the floral company since it brought more business to both companies. Overall, both cross-media convergence and synergy allow for different brands and companies to benefit off of the making of a film. ⑥	① This is a good start, setting out some key terms. ② Good reference to industry knowledge. ③ 'Working together' at different stages is not quite the same as cross-media convergence or synergy. ④ Needs specific examples here to support the points. ⑤ This is the first actual example of a film and a strategy, but there is no specific detail. ⑥ The concepts appear to be understood to an extent, but there is no development, no detail and no real case study evidence. Overall, this is very limited in all respects and very short. **Total mark awarded = 18 out of 50**

How the candidate could have improved the answer

The candidate needed to move beyond character description into making far more reference to the technical codes and how they construct meaning. Much greater length would be needed to cover the detail of the sequence in relation to all four technical codes.

Common mistakes candidates made in this question

There was often confusion about the definitions of cross-media convergence and synergy.

Examples were often vague and general, and candidates sometimes had examples which were well out of date (sometimes from before they were born).

Candidates tended to not follow through an argument with reference to examples to illustrate their points.