
MEDIA STUDIES

9607/02

Paper 2 Key Media Concepts

For Examination from 2015

SPECIMEN MARK SCHEME

MAXIMUM MARK: 100

This document consists of **5** printed pages and **1** blank page.

Section A

Candidates will be assessed on their ability to understand how meaning is constructed in a media text through the analysis of different technical areas. Assessment will take place across three criteria:

- explanation/argument/analysis [20 marks]
- use of supporting examples [20 marks]
- use of terminology [10 marks]

Candidates' work should be judged on each of these criteria individually and marks awarded according to the level attained. It should be noted that it is possible for a candidate to achieve a different level for each assessment criterion.

Level 5

Explanation/argument/analysis [16–20 marks]

- Shows excellent understanding of the task.
- Knowledge and understanding of the way that technical aspects are used to construct the extract's meaning is excellent.
- Clearly relevant to set question.

Use of examples [16–20 marks]

- Offers frequent textual analysis from the extract – award marks to reflect the range and appropriateness of examples.
- Offers a full range of examples from each technical area.
- Offers examples which are clearly relevant to the set question.

Use of terminology [8–10 marks]

- Use of terminology is excellent.

Level 4

Explanation/argument/analysis [12–15 marks]

- Shows competent understanding of the task.
- Knowledge and understanding of the way that technical aspects are used to construct the extract's meaning is competent.
- Relevant to set question.

Use of examples [12–15 marks]

- Supports points with a range of textual analysis from the extract.
- Offers a range of examples from each technical area.
- Offers examples which are relevant to the set question.

Use of terminology [6–7 marks]

- Use of terminology is competent.

Level 3Explanation/argument/analysis [8–11 marks]

- Shows satisfactory understanding of the task.
- Knowledge and understanding of the way that technical aspects are used to construct the extract's meaning is satisfactory.
- Some relevance to set question.

Use of examples [8–11 marks]

- Some textual analysis from the extract.
- Offers some examples, but probably not from all four technical areas.
- Offers examples which are of some relevance to the set question.

Use of terminology [4–5 marks]

- Use of terminology is satisfactory.

Level 2Explanation/argument/analysis [4–7 marks]

- Shows limited understanding of the task.
- Knowledge and understanding of the way that technical aspects are used to construct the extract's meaning is limited.
- Limited relevance to set question.

Use of examples [4–7 marks]

- Limited textual analysis from the extract.
- Offers limited examples, but probably not from all four technical areas.
- Offers examples which are of limited relevance to the set question.

Use of terminology [2–3 marks]

- Use of terminology is limited.

Level 1Explanation/argument/analysis [1–3 marks]

- Shows minimal understanding of the task.
- Knowledge and understanding of the way that technical aspects are used to construct the extract's meaning is minimal.
- Minimal relevance to set question.

Use of examples [1–3 marks]

- Minimal textual analysis from the extract.
- Offers minimal examples, but probably not from all four technical areas.
- Offers examples which are of minimal relevance to the set question.

Use of terminology [1 mark]

- Use of terminology is minimal.

Level 0

No response or response does not answer the question. [0 marks]

Section B

Candidates should be given credit for their knowledge and understanding, illustrated through case study material, relevant to the question. Assessment will take place across three criteria:

- explanation/argument/analysis [20 marks]
- use of supporting examples [20 marks]
- use of terminology [10 marks]

Candidates' work should be judged on each of these criteria individually and marks awarded according to the level attained. It should be noted that it is possible for a candidate to achieve a different level for each assessment criterion.

Level 5

Explanation/argument/analysis [16–20 marks]

- Shows excellent understanding of the task.
- Knowledge and understanding of institutional/audience practices is excellent – factual knowledge is relevant and accurate.
- A clear and developed argument, substantiated by detailed reference to case study material.
- Clearly relevant to set question.

Use of examples [16–20 marks]

- Offers frequent evidence from case study material – award marks to reflect the range and appropriateness of examples from case study and/or own experience.
- Offers examples which are clearly relevant to the set question.

Use of terminology [8–10 marks]

- Use of terminology is excellent.

Level 4

Explanation/argument/analysis [12–15 marks]

- Shows competent understanding of the task.
- Knowledge and understanding of institutional/audience practices is competent – factual knowledge is relevant and accurate.
- A clear argument, with detail in the reference to case study material.
- Relevant to set question.

Use of examples [12–15 marks]

- Offers a range of evidence from case study material.
- Offers examples which are relevant to the set question.

Use of terminology [6–7 marks]

- Use of terminology is competent.

Level 3Explanation/argument/analysis [8–11 marks]

- Shows satisfactory understanding of the task.
- Knowledge and understanding of institutional/audience practices is satisfactory.
- Some evidence of an argument, though likely to be lacking in detail.
- Some relevance to set question.

Use of examples [8–11 marks]

- Offers some evidence from case study material.
- Offers examples which are of some relevance to the set question.

Use of terminology [4–5 marks]

- Use of terminology is satisfactory.

Level 2Explanation/argument/analysis [4–7 marks]

- Shows limited understanding of the task.
- Knowledge and understanding of institutional/audience practices is limited.
- Limited evidence of an argument, though lacking in detail.
- Limited relevance to set question.

Use of examples [4–7 marks]

- Offers limited evidence from case study material.
- Offers examples which are of limited relevance to the set question.

Use of terminology [2–3 marks]

- Use of terminology is limited.

Level 1Explanation/argument/analysis [1–3 marks]

- Shows minimal understanding of the task.
- Knowledge and understanding of institutional/audience practices is minimal.
- Minimal evidence of an argument.
- Minimal relevance to set question.

Use of examples [1–3 marks]

- Offers minimal evidence from case study material.
- Offers examples which are of minimal relevance to the set question.

Use of terminology [1 mark]

- Use of terminology is minimal.

Level 0

No response or response does not answer the question. [0 marks]

