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**MEDIA STUDIES**

**9607/04**

Paper 4 Critical Perspectives

**For Examination from 2015**

SPECIMEN MARK SCHEME

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**MAXIMUM MARK: 100**

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This document consists of **7** printed pages and **1** blank page.

**Section A****Question 1(a)**

Assessment will take place across two criteria:

- explanation/argument/analysis [15 marks]
- use of examples [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 [13–15 marks]

- There is a clear sense of progression established by the answer.
- Offers a full range of articulate reflections on the production process.

Use of examples [9–10 marks]

- Offers a broad range of specific, relevant and clear examples from their production work of the use of technology in relation to creative skills development.
- Shows an excellent understanding of how the application of technology has helped create meaning.

**Level 4**

Explanation/argument/analysis [10–12 marks]

- There is a sense of progression established by the answer.
- Offers a range of reflections on the production process.

Use of examples [7–8 marks]

- Offers a range of relevant and clear examples from their production work of the use of technology in relation to creative skills development.
- Shows a competent understanding of how the application of technology has helped create meaning.

**Level 3**

Explanation/argument/analysis [7–9 marks]

- There is some sense of progression established by the answer.
- Offers some reflections on the production process.

Use of examples [5–6 marks]

- Offers some examples from their production work of the use of technology in relation to creative skills development.
- Shows satisfactory understanding of how the application of technology has helped create meaning.

**Level 2**Explanation/argument/analysis [4–6 marks]

- There is a limited sense of progression established by the answer.
- Offers limited reflections on the production process.

Use of examples [3–4 marks]

- Offers limited examples from their production work of the use of technology in relation to creative skills development.
- Shows limited understanding of how the application of technology has helped create meaning.

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

- There is a minimal sense of progression established by the answer.
- Offers minimal reflections on the production process.

Use of examples [1–2 marks]

- Offers minimal examples from their production work of the use of technology in relation to creative skills development.
- Shows minimal understanding of how the application of technology has helped create meaning.

**Level 0**

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

**Section A****Question 1(b)**

Assessment will take place across two criteria:

- explanation/argument/analysis [15 marks]
- use of examples [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 [13–15 marks]

- There is a clear sense of progression established by the answer.
- Offers a full range of articulate reflections on the production process.

Use of examples [9–10 marks]

- Offers a broad range of specific, relevant and clear examples from their production work of the use of narrative.
- Shows an excellent understanding of how the use of narrative has helped create meaning.

**Level 4**

Explanation/argument/analysis [10–12 marks]

- There is a sense of progression established by the answer.
- Offers a range of reflections on the production process.

Use of examples [7–8 marks]

- Offers a range of relevant and clear examples from their production work of the use of narrative.
- Shows a competent understanding of how the use of narrative has helped create meaning.

**Level 3**

Explanation/argument/analysis [7–9 marks]

- There is some sense of progression established by the answer.
- Offers some reflections on the production process.

Use of examples [5–6 marks]

- Offers some examples from their production work of the use of narrative.
- Shows satisfactory understanding of how the use of narrative has helped create meaning.

**Level 2**Explanation/argument/analysis [4–6 marks]

- There is a limited sense of progression established by the answer.
- Offers limited reflections on the production process.

Use of examples [3–4 marks]

- Offers limited examples from their production work of the use of narrative.
- Shows limited understanding of how the use of narrative has helped create meaning.

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

- There is a minimal sense of progression established by the answer.
- Offers minimal reflections on the production process.

Use of examples [1–2 marks]

- Offers minimal examples from their production work of the use of narrative.
- Shows minimal understanding of how the use of narrative has helped create meaning.

**Level 0**

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

**Section B**

Assessment will take place across two criteria:

- explanation/argument/analysis [30 marks]
- use of examples [20 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 [24–30 marks]

- Shows excellent understanding of the task.
- Offers a clear, articulate balance of media theories, knowledge of texts and industries and personal engagement with issues and debates.
- A coherent and developed argument.
- Clearly relevant to set question.

Use of examples [16–20 marks]

- Offers examples which are clearly relevant to the set question.
- Examples of texts, industries and theories are accurate, and clearly connected together in the answer.

**Level 4**Explanation/argument/analysis [18–23 marks]

- Shows proficient understanding of the task.
- Offers clear evidence of understanding media theories, knowledge of texts and industries and personal engagement with issues and debates.
- A clear argument.
- Relevant to set question.

Use of examples [12–15 marks]

- Offers a range of evidence which is relevant to the set question.
- Examples of texts, industries and theories are mostly accurate, and connected together in the answer.

**Level 3**Explanation/argument/analysis [12–17 marks]

- Shows satisfactory understanding of the task.
- Offers some evidence of understanding of media theories, knowledge of texts and industries and personal engagement with issues and debates.
- Some evidence of an argument, though likely to be lacking in detail.
- Some relevance to set question.

Use of examples [8–11 marks]

- Offers evidence which is of some relevance to the set question.
- Examples of texts, industries and theories are referenced some of the time in support of points.

**Level 2**Explanation/argument/analysis [7–11 marks]

- Shows limited understanding of the task.
- Offers limited evidence of understanding of media theories, knowledge of texts and industries and personal engagement with issues and debates.
- Limited evidence of an argument, though lacking in detail.
- Limited relevance to set question.

Use of examples [4–7 marks]

- Evidence is of limited relevance to the set question.
- Offers a narrow range of examples related to texts, industries or audiences.

**Level 1**Explanation/argument/analysis [1–6 marks]

- Shows minimal understanding of the task.
- Offers minimal evidence of understanding of media theories, knowledge of texts and industries and personal engagement with issues and debates.
- Minimal evidence of an argument, though lacking in detail.
- Minimal relevance to set question.

Use of examples [1–3 marks]

- Evidence is of minimal relevance to the set question.
- Offers a minimal range of examples related to texts, industries or audiences.

**Level 0**

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

