



GCSE MARKING SCHEME

SUMMER 2023

**MEDIA STUDIES – UNIT 2
3680U20-1**

INTRODUCTION

This marking scheme was used by WJEC for the 2023 examination. It was finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conference was held shortly after the paper was taken so that reference could be made to the full range of candidates' responses, with photocopied scripts forming the basis of discussion. The aim of the conference was to ensure that the marking scheme was interpreted and applied in the same way by all examiners.

It is hoped that this information will be of assistance to centres but it is recognised at the same time that, without the benefit of participation in the examiners' conference, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about this marking scheme.

GCSE MEDIA STUDIES – UNIT 2

SUMMER 2023 MARK SCHEME

GENERAL INFORMATION

Marking should be positive, rewarding achievement rather than penalising failure or omissions. The awarding of marks must be directly related to the marking criteria. Examiners should use the generic assessment grid where applicable, the indicative content for each question and the marking guidance when assessing a candidate's response. Examiners should use the full range of marks available to them. In order to avoid impacting on the validity of the assessment and the reliability of the marking, examiners must research any unfamiliar texts used by learners in order to be able to assess each answer fully.

Band Descriptors

When awarding a mark, examiners should select the band that most closely describes the quality of the work being assessed.

For a two-mark band:

- Where the candidate's work completely meets the descriptors, the highest mark should be awarded.
- Where the candidate's work just meets the descriptors, the lowest mark should be awarded.

For a four-mark band:

- Where the candidate's work completely meets the descriptors, the highest mark should be awarded.
- Where the candidate's work securely meets the descriptors, award a mark in the centre of the range, selecting the higher or lower of those two marks according to the strength of the response.
- Where the candidate's work just meets the descriptors, the lowest mark should be awarded.

If an answer demonstrates different aspects of different bands within the mark scheme, a 'best fit' approach should be adopted to decide on the band. The strengths of the candidate's response should then be used to determine the mark to be awarded within the band. For example, if a response is mainly in band 2 but with a limited amount of band 3 content, the answer would be placed in band 2, but the mark awarded would be close to the top of band 2 as a result of the band 3 content.

Indicative Content

The mark scheme instructs examiners to reward valid alternatives where indicative content is suggested for an answer. Indicative content outlines some likely areas candidates may explore in their responses. This is not a checklist for expected content or a 'model answer'. Where a candidate provides a response that contains aspects or approaches not included in the indicative content, examiners should use their professional judgement as Media Studies specialists to determine the validity of the response in light of the examples chosen and the question asked. All questions provide opportunities for candidates to make informed, independent responses, and such opportunities need to be upheld in the marking. Valid alternatives should be rewarded where deemed appropriate, in line with the banded levels of response in the generic assessment grids.

Assessment Objectives

- A01** Demonstrate knowledge and understanding of the key concepts of media studies.
- A02** Apply knowledge and understanding of the key concepts of media studies to analyse media product

Section A: Wales on Television

Answer on the episode you studied from **either** *Gavin and Stacey* **or** *Weatherman Walking* **or** *Rownd a Rownd* **or** *Pobl Port Talbot*.

Quality of written communication, including spelling, punctuation and grammar, will be assessed in question 1 (d)

- 0 1** (a) Identify **one** way television organisations are funded in the UK [1]

AO1
Demonstrate knowledge and understanding of the key concepts of media studies
Award one mark for each way television organisations are funded
Answers could include: <ul style="list-style-type: none"> • The Licence Fee for BBC / S4C • Advertising revenue for commercial television. • Subscriptions for Sky/ Netflix/ Amazon/ Apple TV
<i>All valid alternatives should be credited.</i>

- (b) Briefly describe the organisation that broadcast the episode you have studied. [4]

Possible answers may include:

BBC

The BBC is a Public Service Broadcaster which

- is funded by a licence fee/ corpus of users
- widely available / geographic universality
- caters for all interests and tastes
- caters for minorities
- caters for national identity
- free from vested interests
- freedom for producers/ programme makers
- a balance of programmes
- caters for communities
- educates, informs, entertains
- provides quality programming
- provides distinctive programmes

S4C does much of the above specifically for Welsh speaking audiences

- also carries advertising
- provides subtitling services for non-Welsh speakers in Wales
- focus on Welsh drama, news, sport

4 marks	Good description of the broadcasting organisation with possible reference to purpose to educate, inform, entertain.
3 marks	Satisfactory explanation of the broadcasting organisation providing a variety of different types of programmes for a range of audiences.
2 marks	Basic explanation of the broadcasting organisation catering for viewers in Wales S4C, BBC catering for audiences in the UK
1 mark	Minimal explanation of the broadcasting organisation showing lots of different programmes for audiences.
0 marks	Response not worthy of credit / not attempted

All valid alternatives should be credited.

- (c) Briefly explain how the television programme you have studied uses online media. [5]

Marks	AO1 Demonstrate knowledge and understanding of the key concepts of media studies
5	Very good, perceptive explanation of how the programme studied uses online media demonstrating detailed and accurate knowledge and understanding of the key concepts of media studies.
4	Good explanation of how the programme studied uses online media demonstrating good knowledge and understanding of the key concepts of media studies.
3	Satisfactory explanation of how the programme studied uses online media demonstrating satisfactory knowledge and understanding of the key concepts of media studies.
2	Basic explanation of how the programme studied uses online media demonstrating basic knowledge and understanding of the key concepts of media studies.
1	Minimal explanation of how the programme studied uses online media demonstrating minimal knowledge and understanding of the key concepts of media studies.
0	Response not credit worthy / not attempted

Indicative content

Answers may include:

Reference to how the programme uses online media

Media industries and audiences

- Use of BBC iplayer / S4C click for audiences to watch programmes at their own convenience
- BBC / S4C websites for marketing and promotion
- Online websites provide scheduling information online
- to provide information and education – the viewer wants to acquire information, knowledge and understanding of Wales, its representation of the themes, messages and values through interaction with programme websites
- IMDB for more information
- Wki for information
- Youtube to watch episodes
- Social media integration and social interaction – the ability for television genres to produce a topic of conversation between people on line through social media

All valid alternatives should be credited.

(d) Explore how Welsh identity is represented in the episode you have studied.

In your answer you may refer to

- elements of media language (e.g. camera, mise-en-scène)
- themes and issues

[20]

Band	AO1 Demonstrate knowledge and understanding of the key concepts of media studies	AO2 Apply knowledge and understanding of the key concepts of media studies to analyse media products
5	<p style="text-align: center;">9-10 marks</p> <ul style="list-style-type: none"> • Excellent, perceptive exploration of how Welsh identity is represented • Response demonstrates detailed and accurate knowledge and understanding of the key concepts of media studies 	<p style="text-align: center;">9-10 marks</p> <ul style="list-style-type: none"> • Excellent, detailed analysis of the TV programme studied, which engages fully with sophisticated aspects of how Welsh identity is represented • Excellent, detailed and appropriate reference to elements of media language. • Excellent, well-reasoned judgements and conclusions regarding how the TV programme uses elements of media language to construct representations of Wales
	<p>The answer is well organised and presented in a highly appropriate manner using accurate and appropriate subject terminology, with accurate grammar, punctuation and spelling.</p>	
4	<p style="text-align: center;">7-8 marks</p> <ul style="list-style-type: none"> • good exploration of how Welsh identity is represented • Response demonstrates detailed and accurate knowledge and understanding of the key concepts of media studies 	<p style="text-align: center;">7-8 marks</p> <ul style="list-style-type: none"> • Good reasonably detailed analysis of the TV programme studied, which engages fully with aspects of how Welsh identity is represented • Good, reasonably, detailed and appropriate reference to elements of media language • Good, reasoned judgements and conclusions regarding how well the TV programme uses elements of media language to construct representations of Wales
	<p>The answer is mostly well organised and presented in an appropriate manner using generally accurate and appropriate subject terminology, with accurate grammar, punctuation and spelling.</p>	

3	5-6 marks	5-6 marks
	<ul style="list-style-type: none"> • satisfactory exploration of how Welsh identity is represented • response demonstrates satisfactory knowledge and understanding of the key concepts of media studies 	<ul style="list-style-type: none"> • satisfactory analysis of the TV programme studied although the focus is on obvious aspects of Welsh identity is represented • satisfactory reference to elements of media language and representations • satisfactory, generally reasoned judgements and conclusions regarding how the TV programme uses elements of media language to construct representations of Wales
The answer is partly organised with some use of subject terminology, and generally accurate grammar, punctuation and spelling		
2	3-4 marks	3-4 marks
	<ul style="list-style-type: none"> • basic exploration of how Welsh identity is represented • Response demonstrates limited knowledge and understanding of the key concepts of media studies 	<ul style="list-style-type: none"> • basic analysis of the TV programme studied, although there is a tendency to describe • Limited reference to elements of media language and representation • Limited evidence of reasoned judgements and conclusions regarding how well elements of media language are used to construct representations of Wales in the TV programme TV programme studied
The answer shows a limited level of organisation and basic use of subject terminology with some errors in grammar, punctuation and spelling affecting clarity of communication.		
1	1-2 marks	1-2 marks
	<ul style="list-style-type: none"> • minimal exploration of how Welsh identity is represented 	<ul style="list-style-type: none"> • minimal, if any, analysis of the TV programme studied - the response is descriptive • Minimal, if any, reference to elements of media language • lacks judgements and conclusions regarding how well the TV programme studied uses elements of media language to construct representations of Wales
The answer shows very little organisation and very limited use of subject terminology with many errors in grammar, punctuation and spelling affecting clarity of communication.		
	0 marks	0 marks
	Response not credit worthy / not attempted	Response not credit worthy / not attempted

Indicative content

AO1

Answer should demonstrate knowledge and understanding of how Welsh identity is represented through the use of elements of media language demonstrated through reference to:

An awareness of elements of media language such as:

- camerawork (distance, angle, movement)
- mise en scene (settings, locations, costume, props)
- editing (continuity editing)
- sound (diegetic, non-diegetic and post-production sound)

Exploration of themes may include:

- rivalry between Wales and England
- social class antagonisms
- themes of young people in Wales,
- families
- young married couples, having children and parenting
- issues of sexuality

Answers should demonstrate knowledge and understanding of representation, including:

- visual codes – e.g. body language, facial expressions, location and dress codes
- modes of address – e.g. direct, indirect and/or language
- the possible use of stereotyping e.g. construction – selecting and editing, positive and negative stereotyping.

Answers should demonstrate knowledge and understanding of Welsh identity including:

- Stereotyping of Wales
- Positive/ negative representation
- Challenging stereotypes
- Offering alternative representations
- the possible discussion of the location geographically – North, South, Mid or the East / West divide.
- the possible discussion of the social classes of the Welsh both English and Welsh speakers and their stereotypes.
- the possible use of the Welsh language – Welsh speakers, English speakers and bilingual audiences.
- Representations of gender and age in Wales.

Answers could also refer to other episodes of the TV programme studied or other relevant programmes/series to help evidence candidates' knowledge and understanding within the context of the question.

AO2

The application of knowledge and understanding will be demonstrated through explanation of examples studied:

Gavin and Stacey

- elements of media language typical of sit com genre
- camerawork – wide range of camera shots, angles, movement, typical of a situation comedy linked to key settings, studio and location, exterior/interior filming
- mise-en-scène – the beach, Gwen's house, Stacey's work place Ice cream kiosk, Nessa's caravan
- costumes of key characters
- props in beach scene
- sound codes, theme tune, incidental music, sound bridges.
- representation – upholds the traditional stereotypes of being Welsh – the accent, working class. Challenges some stereotypes of Wales – the beach – Wales as a holiday destination.
- audiences – appeals to primarily Welsh, but crossover to British. The episode appeals to a broad demographic C1, C2, D, E. Originally a BBC 3 programme – targeting a younger audience, but has crossover to mainstream.
- audiences – uses and gratifications – escapism, humour. Personal identity – iconographic Welsh location – Barry Island. Comic look at national identity. Empathy/sympathy for characters.

Weatherman Walking

- Elements of media language
Genre – contemporary light entertainment programme offering factual information regarding Wales.
- camerawork – Wide range of shots of Derek Brockway meeting with residents/ local historians and accompanies hem on walks through iconic landscapes. Shots of a well-known walking route within two regions in Wales. The programme offers historical information regarding the location and informs the audience of walks within Wales. There is a relaxed feel to the narrative. Derek Brockway interviews various individuals and is the main 'character' within the episode. Mise-en-scène wide range of settings and locations, often rural landscapes, seascapes, castles etc.
- representation – positive representation of Wales as a historically and culturally rich location. It challenges the stereotype of the 'valleys' usually linked to Wales. Derek's friendly and informal manner, represent him as a dependable host who the audience warm to. The other guests are also represented as informed and educated people.
- audiences – appeals to Welsh audiences. The episode appeals to a broad demographic of ABC1. Derek Brockway is an established, well-known figure within Wales and is part of the BBC Wales brand.
- audiences – uses and gratifications - escapism, national identity – pride in their country. Personal identity – reinforcing them as ABC1 individuals due to the cultural and historical nature of the programme, this also reinforces the BBC brand of quality and informative programme which appeals to AC1 audiences. Issues of audience appeal as Derek Brockway is a very well-known person on BBC 1 Wales. Appeals to his fan base. Education / Information – regarding walks in Wales and Welsh history.

Rownd a Rownd

- elements of media language – contemporary on-going drama, soap opera, audio codes such as the upbeat Music and the Welsh language.
- Camerawork: wide range of camera shots, angles and movement typical of soap opera style
- Mise-en-scène: deals with life within an imaginary village in North Wales. The variation of stock characters appeals to a broad range of audiences. Typical settings which are very familiar to audiences – café, local shop. Relationships and family conflicts -multi-strand narrative which is on-going / episodic /. Relatable to lives of the audience. Themes which may be relatable – unemployment.
- Representation – upholds some traditional stereotypes of Wales – the sense of a small community where everybody knows each other. Some locations such as the surrounding mountains show Wales' beauty, but also perhaps uphold the stereotype associated with Wales. For Welsh speakers, a community leaving its day-to-day life through the medium of Welsh would offer a positive representation of the language. For some viewers from South Wales, it upholds the stereotype that North Wales is far, more Welsh and that people who live there are difficult to understand.
- audiences – S4C has a very diverse audience as it is the only Welsh channel. Traditionally, its core viewers are ABC1, but the working-class nature of many of the characters and the fact that the programme is geared towards a younger audience it attracts viewers from all demographic ranges.
- audiences – uses and gratifications – escapism, social interaction, personal identity, empathy/sympathy with characters.

Pobl Port Talbot

- elements of media language – contemporary light entertainment programme offering factual information regarding Port Talbot / hybrid – fly on the wall / documentary
- Camerawork: documentary style, roving camerawork, cinema verite style, reportage, interviews
- Mise-en-scène: the town, industry, industrial landscape, the beach, working class homes/
- narrative – tells the story of characters and local 'personalities' of the town. The variation of characters appeals to a wide cross – section of audiences. Narrator keeps audiences informed throughout with key facts about the history of the town and various characters who live there. Various themes include – history, the social aspect of the town, education, humour, industry and the intrinsic link it as with the local community e.g. the tragedy suffered by some families.
- representation – it appears to be a very stereotypical representation of Wales, accent, working class families, industrial landscape. By some challenges to this representation appear with the beach, Port Talbot as a holiday destination. For Welsh speaking audiences, it would challenge the stereotype that these communities cannot speak Welsh confidently. Shows the community in a new light.
- audiences – S4C has a very diverse audience as it is the only Welsh channel. Traditionally, its core viewers are ABC1, but the working-class nature of many of the characters attracts viewers from all demographic ranges.
- audiences – uses and gratifications – personal identity, information / education, challenges their notion of national identity, empathy/sympathy with characters

All valid alternatives should be credited.

Section B: Contemporary Hollywood Film

Answer on the contemporary Hollywood film you have studied.

- 0 2** (a) Identify **one** type of digital technology used to watch films. [1]

AO1
Demonstrate knowledge and understanding of the key concepts of media studies
<ul style="list-style-type: none">• One mark for identifying a digital technology used to watch films.• Online• On the web• DVD• Mobile devices such as ipads• Mobile devices phones• Games consoles• Streaming films• Netflix• Amazon• Apple TV <p><i>All valid alternatives should be credited.</i></p>

- (b) Briefly explore how digital technology has changed the way audiences watch films. [3]

AO1
Demonstrate knowledge and understanding of the key concepts of media studies
Award one mark for each way digital technology has changed the way we watch films. Mark up to 3 Answers could include: <ul style="list-style-type: none">• more personalised viewing• No need to visit cinema• Multiple viewing: box sets of franchise films on DVD• Accessibility: instant access through downloading and streaming• Access to large catalogues: BFI player• Watch films anywhere any time• Local and global viewing <p><i>All valid alternatives should be credited.</i></p>

- (c) Briefly explain how digital technologies were used to market the Hollywood film you have studied. [6]

Indicative content

Marketing Hollywood films

Reference to any of the three key forms of marketing

- Advertising
- Publicity
- Merchandising

These should then be explained in terms of the development of digital technology

Advertising in digital publishing

- Digital newspapers and magazines
- Digital posters

Advertising on the web through trailers

- Television adverts and trailers
- Product sites
- Fan sites
- IMDB
- Youtube
- Social media

Candidates may explore publicity and digital media

- editorial in online newspapers and magazines
- online television and radio news programmes

Merchandising

- Buying film related products online.

Candidates should explain how these digital marketing methods were used to promote their chosen Hollywood film.

Example of digital marketing: TikTok Influence

Throughout the marketing cycle of Spider-Man: No Way Home, TikTok played a huge role in advertising for the film. TikTok released platform-exclusive advertisements, filters, and stickers promoting the new Spider-Man movie and fans partook in trends and created TikToks based on their reactions and experiences watching the film. #SpiderManNoWayHome and @spidermanmovie went viral and Spider-Man-related content began to influx everyone's "for you page". The #Spiderman even garnered 50 billion views on TikTok alone while @spidermanmovie amassed 4.4 million likes across its TikToks. There is no doubt that TikTok played a significant role in the marketing of Spider-Man: No Way Home and furthered excitement within the Marvel fan community. With how big of an impact TikTok had on marketing for Spider-Man: No Way Home, it will be interesting to see how other films utilize TikTok as a marketing tool and how the future of movie marketing will change with the rise of different media such as TikTok.

Marks	AO1 Demonstrate knowledge and understanding of the key concepts of media studies
6	Excellent explanation of how digital technologies are used to market the film demonstrating detailed and accurate knowledge and understanding of the key concepts of media studies
5	Very good, perceptive explanation of how digital technologies are used to market the film demonstrating detailed and accurate knowledge and understanding of the key concepts of media studies
4	Good explanation of how digital technologies are used to market the film demonstrating good knowledge and understanding of the key concepts of media studies.
3	Satisfactory explanation of how digital technologies are used to market the film demonstrating satisfactory knowledge and understanding of the key concepts of media studies.
2	Basic explanation of how digital technologies are used to market the film demonstrating basic knowledge and understanding of the key concepts of media studies.
1	Minimal explanation of how the programme studied uses online media demonstrating minimal knowledge and understanding of the key concepts of media studies
0	Response not credit worthy / not attempted

Band	AO1 Demonstrate knowledge and understanding of the key concepts of media studies	AO2 Apply knowledge and understanding of the key concepts of media studies to analyse media products
5	<p>5 marks</p> <ul style="list-style-type: none"> • Very good, perceptive exploration of how Hollywood films attract global audiences • Response demonstrates detailed and accurate knowledge and understanding how Hollywood films attract global audiences 	<p>5 marks</p> <ul style="list-style-type: none"> • Very good, detailed analysis of how Hollywood films attract global audiences • Very good, detailed and appropriate reference to the film studied • Very good, well-reasoned judgements and conclusions regarding how Hollywood films attract global audiences
	<p>Very good, consistent use of subject specific terminology, including reference to theoretical perspectives</p>	
4	<p>4 marks</p> <ul style="list-style-type: none"> • Good exploration of how Hollywood films attract global audiences • Response demonstrates accurate knowledge and understanding of how Hollywood films attract global audiences 	<p>4 marks</p> <ul style="list-style-type: none"> • Good, reasonably detailed analysis of how Hollywood films attract global audiences • Good, reasonably detailed and appropriate reference to the film studied • Good, reasoned judgements and conclusions how Hollywood films attract global audiences
	<p>Good use of subject specific terminology</p>	
3	<p>3 marks</p> <ul style="list-style-type: none"> • Satisfactory exploration how Hollywood films attract global audiences • Response demonstrates generally accurate knowledge and understanding of how Hollywood films attract global audiences 	<p>3 marks</p> <ul style="list-style-type: none"> • Satisfactory analysis of the how Hollywood films attract global audiences • Satisfactory reference to the film studied • Satisfactory, generally reasoned judgements and conclusions how Hollywood films attract global audiences
	<p>Satisfactory use of subject specific terminology</p>	
2	<p>2 marks</p> <ul style="list-style-type: none"> • Basic exploration of how Hollywood films attract global audiences • Response demonstrates limited knowledge and understanding of how Hollywood films attract global audiences 	<p>2 marks</p> <ul style="list-style-type: none"> • Basic analysis of how Hollywood films attract global audiences • Limited reference to the film studied • Limited evidence of reasoned judgements and conclusions regarding how Hollywood films attract global audiences
	<p>Limited use of subject specific terminology, sometimes with a lack of relevance, clarity or accuracy</p>	

1	1 mark	1 mark
	<ul style="list-style-type: none"> Minimal exploration how Hollywood films attract global audiences 	<ul style="list-style-type: none"> Minimal, if any, analysis how Hollywood films attract global audiences Minimal reference to the film studied Lacks judgements and conclusions of how Hollywood films attract global audiences
Minimal use of subject specific terminology, with a lack of relevance, clarity and accuracy		
	0 marks	0 marks
	Response not credit worthy / not attempted	Response not credit worthy / not attempted

Indicative content

AO1

Answer should demonstrate knowledge and understanding of how either production, distribution or exhibition issues could be addressed.

The question focuses how Hollywood franchise films are targeted at a global audience

Answers should include:

- discussion of how the film attracts global audiences through the use of:

Production

Such as

genre codes and conventions used in a franchise film

- SFX
- Stars
- Storylines, characters, stars
- Often big budget
- Renowned directors
- Links to books, games, comics

Distribution

Global audiences attracted to Hollywood films through marketing

- Big marketing campaigns with large advertising budgets on a global scale
- Sophisticated publicity to make global audiences aware of the films
- Though global news stories on television
- Global newspaper and magazine editorial
- Online advertising with global reach and accessibility
- Social media

AO2

Answers should apply their knowledge of Hollywood film on a global scale linked to examples of their chosen film.

- e.g The Bond franchise and Spectre
 - Spectre was one of the most successful films in the franchise with the UK, Germany and France being the most popular markets for Bond films outside of the US
 - Australia, Japan and China figure in the top 5
 - Mexico, Russia and Brazil attract \$10-20 m performances but Marvel is well ahead in these territories.
 - Spectre was opened in 45 countries

All valid alternatives should be credited.

0 4

Explore how sound is used in the Hollywood film you have studied. Refer to **at least one** sequence from the film. [10]

Band	AO1 Demonstrate knowledge and understanding of the key concepts of media studies	AO2 Apply knowledge and understanding of the key concepts of media studies to analyse media products
5	<p>5 marks</p> <ul style="list-style-type: none"> • Very good, perceptive exploration of the use of sound within mainstream Hollywood franchise films • Response demonstrates detailed and accurate knowledge and understanding of the use of sound within this context 	<p>5 marks</p> <ul style="list-style-type: none"> • Very good, detailed analysis of the use of sound within mainstream Hollywood franchise films • Very good, detailed and appropriate reference to the film studied • Very good, well-reasoned judgements and conclusions regarding the use of sound within this context
	Very good, consistent use of subject specific terminology, including reference to theoretical perspectives	
4	<p>4 marks</p> <ul style="list-style-type: none"> • Good exploration of the use of sound within mainstream Hollywood franchise films • Response demonstrates accurate knowledge and understanding of the use of sound within this context 	<p>4 marks</p> <ul style="list-style-type: none"> • Good, reasonably detailed analysis of the use of sound within mainstream Hollywood franchise films • Good, reasonably detailed and appropriate reference to the film studied • Good, reasoned judgements and conclusions regarding the use of sound within this context
	Good use of subject specific terminology	
3	<p>3 marks</p> <ul style="list-style-type: none"> • Satisfactory exploration of the use of sound within mainstream Hollywood franchise films • Response demonstrates generally accurate knowledge and understanding of the use of sound within this context 	<p>3 marks</p> <ul style="list-style-type: none"> • Satisfactory analysis of the use of sound within mainstream Hollywood franchise films • Satisfactory reference to the film studied • Satisfactory, generally reasoned judgements and conclusions regarding the use of sound within this context
	Satisfactory use of subject specific terminology	
2	<p>2 marks</p> <ul style="list-style-type: none"> • Basic exploration of the use of sound within mainstream Hollywood franchise films • Response demonstrates limited knowledge and understanding of the use of sound within this context 	<p>2 marks</p> <ul style="list-style-type: none"> • Basic analysis of the use of within mainstream Hollywood franchise films • Limited reference to the film studied • Limited evidence of reasoned judgements and conclusions regarding the use of sound within this context
	Limited use of subject specific terminology, sometimes with a lack of relevance, clarity or accuracy	

1	1 mark Minimal exploration of the use of sound within mainstream Hollywood franchise films	1 mark <ul style="list-style-type: none"> • Minimal, if any, analysis of the use of sound within mainstream Hollywood franchise films • Minimal reference to the film studied • Lacks judgements and conclusions regarding the use of sound within this context
	Minimal use of subject specific terminology, with a lack of relevance, clarity and accuracy	
	0 marks Response not credit worthy / not attempted	0 marks Response not credit worthy / not attempted

Indicative content

AO1

Answer should demonstrate knowledge and understanding of how Hollywood films use the key elements of media language concerned with sound.

Answers may include:

- The key elements of sound:
 - Location sound
 - Musical score/soundtrack
 - Dialogue
 - Sound effects
 - Voiceover (if used).

The key areas to identify may be:

- Diegetic sound
- Non diegetic sound
- Sound fx
- Foley sound
- Parallel sound
- Contrapuntal sound
- Sound bridges
- Audience responses to sounds
- Musical motifs

Music is used to heighten the drama of a scene. Audiences are experienced in decoding the style of music to interpret mood or genre, e.g. scary music when a villain appears.

Music can:

- Determine the **mood** or **genre** of a film
- Build up or release **tension**
- Change the emotional or physical status of a **character**
- Smooth out **transitions** in an edit to allow a film to flow/link the scenes together
- Highlight or code a **theme or message**.

Exaggerated / Pleonastic sound

- Directors often use exaggerated sound to **heighten emotion or meaning** in a scene.
- Using sound in this way can suggest an incoming threat before the audience sees it.
- It can be used to reinforce a character's threatening nature when they are present on screen.
- It can also help to emphasise the emotional impact of a specific action taking place on screen.

Answers should demonstrate the application of knowledge of the key elements of sound to key scenes from the film

All valid alternatives should be credited.