



GCSE MARKING SCHEME

SUMMER 2024

**MEDIA STUDIES – UNIT 1
3680U10-1**

About this marking scheme

The purpose of this marking scheme is to provide teachers, learners, and other interested parties, with an understanding of the assessment criteria used to assess this specific assessment.

This marking scheme reflects the criteria by which this assessment was marked in a live series and was finalised following detailed discussion at an examiners' conference. A team of qualified examiners were trained specifically in the application of this marking scheme. The aim of the conference was to ensure that the marking scheme was interpreted and applied in the same way by all examiners. It may not be possible, or appropriate, to capture every variation that a candidate may present in their responses within this marking scheme. However, during the training conference, examiners were guided in using their professional judgement to credit alternative valid responses as instructed by the document, and through reviewing exemplar responses.

Without the benefit of participation in the examiners' conference, teachers, learners and other users, may have different views on certain matters of detail or interpretation. Therefore, it is strongly recommended that this marking scheme is used alongside other guidance, such as published exemplar materials or Guidance for Teaching. This marking scheme is final and will not be changed, unless in the event that a clear error is identified, as it reflects the criteria used to assess candidate responses during the live series.

GCSE MEDIA STUDIES – UNIT 1

SUMMER 2024 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

- 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 product

Section A – Representations, Advertising, Video Games and Newspapers

- 0 1** (a) Identify **one camera shot** on the newspaper front page and briefly describe how it is used. [2]

AO2

Apply knowledge and understanding of the key concepts of media studies to analyse media products

Award **one** mark for appropriate shot identified and **one** mark for brief description. (**Maximum 2 marks**)

Answers may include:

- Long shot – shows the huge numbers, flags, buildings, sets the location.
- Wide angle shot – shows the huge numbers, flags, buildings, sets the location.
- Crowded or group shot – shows the huge numbers celebrating.
- Medium close up shot – Queen's facial expressions, body language, big smile, showing happiness.

All valid alternatives should be credited.

- (b) Briefly explain how images on the front page are used to represent this event. [5]

Band	AO2 Apply knowledge and understanding of the key concepts of media studies to analyse media products
5	<p style="text-align: center;">5 marks</p> <ul style="list-style-type: none"> • Excellent, explanation how images are used on the newspaper front page to represent the event. • Consistent focus on how images are used to communicate meanings on the front page.
4	<p style="text-align: center;">4 marks</p> <ul style="list-style-type: none"> • Good, explanation of how images are used on the newspaper front page to represent the event. • Focus on how images are used is used to communicate meanings on the front page.
3	<p style="text-align: center;">3 marks</p> <ul style="list-style-type: none"> • Satisfactory explanation how images are used on the newspaper front page to represent the event. • General focus on how images are used to communicate meanings on the front page.
2	<p style="text-align: center;">2 marks</p> <ul style="list-style-type: none"> • Basic explanation of how images are used on the newspaper front page to represent the event. • Limited focus on how images are used to communicate meanings on the front page.
1	<p style="text-align: center;">1 mark</p> <ul style="list-style-type: none"> • Minimal, if any, explanation how images are used on the newspaper front page to represent the event. • Brief and descriptive response only.
0	<p style="text-align: center;">0 marks</p> <ul style="list-style-type: none"> • Response not credit worthy / not attempted.

Indicative content

- Crowded shots show how popular the occasion/event is.
- Smiling faces – show the joy and warmth for the event.
- Union Flags decorate the road/The Mall shows it is British event.
- In the crowd there are Canadian flags to represent that the event is part of the Commonwealth.
- Patriotic colours – red, white, and blue.
- Queen wears formal, smart clothes that marks the significance of the occasion/event.
- Queen smiling shows how special the event is.
- Flag waving crowd – thousands show the significance of the event.

All valid alternatives should be credited.

- (c) Explore how written language is used on the front page to represent this event. [8]

Band	AO2 Apply knowledge and understanding of the key concepts of media studies to analyse media products
	7-8 marks
5	<ul style="list-style-type: none"> Excellent, detailed analysis of how the language on the front page represents the event.
	5-6 marks
4	<ul style="list-style-type: none"> Good, reasonably detailed analysis of the how the language on the front page represents the event.
	3-4 marks
3	<ul style="list-style-type: none"> Satisfactory analysis of the how the language on the front page represents the event.
	2 marks
2	<ul style="list-style-type: none"> Basic analysis of how the language on the front page represents the event.
	1 mark
1	<ul style="list-style-type: none"> Minimal analysis of how the language on the front page represents the event.
	0 marks
0	<ul style="list-style-type: none"> Response not credit worthy / not attempted

Indicative content

- Use of the words Historic Platinum Jubilee Edition – marks how special the occasion is as this edition is a unique publication. The words are placed on a purple background – connotations of purple associated with regal, royalty, high class.
- Words underneath the masthead – Happy and Glorious, God Save the Queen taken from the national anthem.
- Words in the article – celebrating 70 years shows the significance of the event – unique history making. Other words such as seeing thousands gathered – shows again the popularity for the Queen and captures the joy that so many have turned out to mark the event.
- Headline – INCREDIBLE! Use of block and the exclamation mark shows emotion for the event and makes it stand out as something as important – exclaiming, shouting out.

All valid alternatives should be credited.

- (d) Compare the representation of an **event** in **one** newspaper you have studied with the representation of the Queen’s Jubilee in the resource material.

In your answer, you should refer to how both:

- construct representations
- convey viewpoints, values, and beliefs

[15]

Band	Mark	AO2 Apply knowledge and understanding of the key concepts of media studies to analyse media products
5	13–15	<ul style="list-style-type: none"> • Excellent, detailed analysis of the Daily Express front page and an event in one other newspaper which engages fully with sophisticated aspects of the representation of events. • Excellent, detailed, and appropriate comparisons between newspapers and events. • Excellent, consistent use of subject specific terminology, including reference to theoretical perspectives. • Excellent, well-reasoned judgements and conclusions regarding how far the representation of events is similar and different in the two newspapers.
4	10–12	<ul style="list-style-type: none"> • Good, reasonably detailed analysis of the Daily Express front page and an event in one other newspaper. • Good, reasonably detailed, and appropriate comparisons between the two newspapers and events. • Good use of subject specific terminology . • Good, reasoned judgements and conclusions regarding how far the representation of events is similar and different in the two newspapers.
3	7–9	<ul style="list-style-type: none"> • Satisfactory analysis of the Daily Express and events although the focus is on obvious aspects of the representations and there may be lapses into description. • Satisfactory comparisons between the two newspapers and events. • Satisfactory use of subject specific terminology. • Satisfactory, generally reasoned judgements and conclusions regarding how far the representation of events is similar and different in the two newspapers.
2	4–6	<ul style="list-style-type: none"> • Basic analysis of the Daily Express front page and an event in one other newspaper. • Limited use of subject specific terminology, sometimes with a lack of relevance, clarity or accuracy. • Limited evidence of reasoned judgements and conclusions regarding how far the representation of events is similar and different in the newspapers.
1	1–3	<ul style="list-style-type: none"> • Minimal, if any, analysis of the Daily Express front page and an event in one other newspaper – the response is descriptive. • Minimal, if any, comparisons between the newspapers and events. • Minimal use of subject specific terminology, with a lack of relevance, clarity, and accuracy. • Lacks judgements and conclusions regarding how far the representation of events is similar and different in the two newspapers.
0	0	Response not worthy of credit/not attempted.

Indicative content AO2

The application of knowledge and understanding will be demonstrated through explanation of examples studied in the resource material and through comparisons with other case studies that have been studied.

Answers should apply knowledge and understanding of the key concepts of representation.

Answers should apply knowledge and understanding of how visual codes are used in the suggested representation of the event in the newspaper front pages – e.g. body language, facial expressions, location and dress codes. This may be linked to positive or negative representations of the event.

These key features of how the event is represented can be compared to another event studied such as a national sporting event, a music event, political event, or a natural disaster.

Answers should refer to the name of the newspaper studied and the event.

The event can be explored through key messages and values such as Platinum Jubilee celebration of the Queen:

- Popularity of the Queen – thousands turn out to cheer, flag waving – sense of unity and pride
- British celebration of a unique/significant occasion – 70 years as Queen
- Britain as part of the commonwealth – Canadian flags in the crowd as well as British ones
- Joyous event – sense of patriotic feelings to the Queen and country

Critical or oppositional readings of the event may be:

- Too patriotic – nationalism
- may not be supporters of the Royal family
- use of the event as a distraction from more serious issues that were happening

Theoretical references could include Barthes system of signs and codes, through use of technical and symbolic codes in the image and narrative and how these construct a representation of the event.

All valid answers should be credited.

Section B: Music

- 0 2** (a) Name the radio music programme you have studied. Identify **one** target audience for this radio programme. [1]

AO1 Demonstrate knowledge and understanding of the key concepts of media studies

Answers may include:

BBC Radio 1 Breakfast Show with Greg James – 15–29-year-olds, fans of contemporary pop music
BBC Radio 2 Zoe Ball’s Breakfast Show – over 35s, fans of contemporary and retro pop music
Classic FM – Smooth Classics with Myleene Klass – fans of classic music
Greatest Hits Radio – Simon Mayo Drive Time Show – fans of Simon Mayo, all ages that love music from the 70s, 80s and 90s, older audience over 40.

All valid alternatives should be credited.

- (b) Briefly explain how the radio music programme you have studied targets **one** key audience. [3]

AO1 Demonstrate knowledge and understanding of the key concepts of media studies

Marks should be awarded as to how well the brief explanation states how the radio programme targets a key audience for it.

- **3 marks for a good answer**
- **2 marks for a satisfactory answer**
- **1 mark for a basic answer**

Answers may include:

- presenter – this could be due to the presenter being famous or due to the style of presentation appealing to targeted audience.
- music – the style or genre attracts a mainstream or niche audience.
- content – could include selected interviews with industry stars and /or other conventions such as phone in competitions, advertising, news etc.
- uses and gratifications – could include discussion addressing the individual needs of audiences – entertainment, escapism, personal identity, educational, social interaction/personal relationships.
- scheduling of programme – specialist music channels for specific targeted audience

All valid alternatives should be credited.

- (c) Select **one** music magazine front cover you have studied. Explain how it attracts audiences. [6]

Band	Mark	AO1 Demonstrate knowledge and understanding of the key concepts of media studies
5	5–6 marks	Excellent, perceptive explanation of how music magazine front cover studied attracted an audience, demonstrating detailed and accurate knowledge and understanding.
4	4 marks	Good explanation of how music magazine front cover attracted an audience, demonstrating accurate knowledge and understanding.
3	3 marks	Satisfactory explanation of how music magazine front cover attracted an audience, demonstrating satisfactory knowledge and understanding.
2	2 marks	Basic explanation of how music magazine front cover attracted an audience, demonstrating limited knowledge and understanding.
1	1 mark	Minimal explanation of how music magazine front cover attracted an audience, demonstrating minimal knowledge and understanding.
0	0 marks	Response not worthy of credit / not attempted.

Indicative content

- mature music lovers – such as Q magazine
- rock lovers, classic rock – Mojo
- punk rock – Kerrang
- use of straplines
- direct mode of address by the artist/band
- using the artist/band as the central image
- audience positioning through images and text
- using a kicker
- sell lines / coverlines
- competitions
- promotion of an event / product
- freebies associated with the band
- exclusives
- layout and design – colours

All valid alternatives should be credited.

0 3

Explore how the gender of **one** music artist or band is represented in **one contemporary music video** you studied.

[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 style="text-align: center;">5 marks</p> <ul style="list-style-type: none"> • Excellent, perceptive exploration of how gender is represented in one contemporary music video. • Response demonstrates detailed and accurate knowledge and understanding of representation. • Very good use of subject specific terminology. 	<p style="text-align: center;">5 marks</p> <ul style="list-style-type: none"> • Excellent, detailed analysis of how gender is represented in one contemporary music video. • Very good, detailed, and appropriate reference to the music video. • Very good use of subject specific terminology.
4	<p style="text-align: center;">4 marks</p> <ul style="list-style-type: none"> • Good exploration of how gender is represented in one contemporary music video. Response demonstrates accurate knowledge and understanding of representation. • Good use of subject specific terminology. 	<p style="text-align: center;">4 marks</p> <ul style="list-style-type: none"> • Good analysis of how gender is represented in one contemporary music video. Good, reasonably detailed, and appropriate reference to the music video. • Good use of subject specific terminology.
3	<p style="text-align: center;">3 marks</p> <ul style="list-style-type: none"> • Satisfactory exploration of how gender is represented in one contemporary music video. Response demonstrates generally accurate knowledge and understanding of representation. • Satisfactory use of subject specific terminology. 	<p style="text-align: center;">3 marks</p> <ul style="list-style-type: none"> • Satisfactory analysis of how gender is represented in one contemporary music video. • Satisfactory reference to the music video. • Satisfactory use of subject specific terminology.
2	<p style="text-align: center;">2 marks</p> <ul style="list-style-type: none"> • Basic analysis of how gender is represented in one contemporary music video. • Basic reference to the music video. • Basic use of subject specific terminology. 	<p style="text-align: center;">2 marks</p> <ul style="list-style-type: none"> • Basic analysis of how gender is represented in one contemporary music video. • Limited reference to the music video. • Basic use of subject specific terminology.
1	<p style="text-align: center;">1 mark</p> <ul style="list-style-type: none"> • Minimal exploration how gender is represented in one contemporary music video. • Lacks use of subject specific terminology. 	<p style="text-align: center;">1 mark</p> <ul style="list-style-type: none"> • Minimal, if any, analysis of how gender is represented in one contemporary music video. • Minimal, if any, reference to the music video. • Lacks use of subject specific terminology.
0	<p style="text-align: center;">0 marks</p> <p>Response not worthy of credit / not attempted.</p>	<p style="text-align: center;">0 marks</p> <p>Response not worthy of credit / not attempted.</p>

Indicative content

AO1 Answers should demonstrate knowledge and understanding of how gender is represented.

Answers may include:

- The positive and/or negative representation of gender.
- The use of stereotypes (which may conform or challenge the stereotypical / ideological view of gender)
- Representations of gender – masculinity/femininity - the conformity of these representations – how they challenge or reinforce gender representation – diversity and the cultural impact on changing representations.
- The construction of representations – technical codes, visual codes, and symbolic codes (including gesture, dress, body language, setting/location, object/instruments, colour).
- The narrative - lyrical, artistic, live performance, bricolage.

AO2 Answers should apply their knowledge and understanding of the concept of representations through the application to an appropriate case study of a contemporary music video for an artist or a band.

Areas to consider are:

- Pick and Mix – David Gauntlett – Theory of Identity
- how an audience is positioned
- stereotyping/cultural shorthand
- dominant ideologies
- masculinity/femininity traits
- re-enforces or challenges the stereotype of gender behaviour
- narrow version of reality
- reflects society's norms and values
- cultural beliefs
- challenges/subverts against stereotype
- countertype
- archetype
- verisimilitude
- mediated version – producer encodes message
- decoded based on audience demographics, beliefs etc
- camera shots/framing/angles used such as high angle, low angles, vertical framing, canted shot, POV, two shots etc
- dress code including colour connotations
- time manipulation – slow, fast, freeze frames, flashbacks, flashforwards

All valid alternatives should be credited.

0 4

Explain how social media is important to an artist or band you have studied.

[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 explanation of how social media is important to an artist/band. • Response demonstrates detailed and accurate knowledge and understanding of the use of social media with very good consideration of different platforms. • Very good, consistent use of subject specific terminology 	<p>5 marks</p> <ul style="list-style-type: none"> • Very good, detailed analysis of how social media is important to an artist/band. • Very good, detailed, and appropriate reference to different platforms • Very good, consistent use of subject specific terminology
4	<p>4 marks</p> <ul style="list-style-type: none"> • Good explanation of how social media is important to an artist/band. • Response demonstrates accurate knowledge and understanding of the use of social media and a reasonably balanced consideration of different platforms. • Good use of subject specific terminology 	<p>4 marks</p> <ul style="list-style-type: none"> • Good analysis of how social media is important to an artist/band. • Good, reasonably detailed, and appropriate reference to different platforms. • Good use of subject specific terminology
3	<p>3 marks</p> <ul style="list-style-type: none"> • Satisfactory explanation of how social media is important to an artist/band. • Response demonstrates satisfactory knowledge and understanding of the use of social media but may focus more on one platform than others. • Satisfactory use of subject specific terminology 	<p>3 marks</p> <ul style="list-style-type: none"> • Satisfactory analysis of how social media is important to an artist/band. • Satisfactory reference to different platforms • Satisfactory use of subject specific terminology
2	<p>2 marks</p> <ul style="list-style-type: none"> • Basic explanation of how social media is important to an artist/band. • Response demonstrates limited knowledge and understanding of the use of social media, or satisfactory knowledge and understanding of the use of one of social media platform • Basic and limited use of subject specific terminology 	<p>2 marks</p> <ul style="list-style-type: none"> • Basic analysis of how social media is important to an artist/band. • Basic reference to platforms. • Limited evidence of reasoned judgements and conclusions regarding the use of social media in this context

1	1 mark	1 mark
	<ul style="list-style-type: none"> Minimal explanation of how social media is important to an artist/band. 	<ul style="list-style-type: none"> Minimal, if any, analysis how social media is important to an artist/band. Minimal reference to platforms Lacks judgements and conclusions regarding the use of social media in this context
0	0 marks	0 marks
	Response not worthy of credit / not attempted	Response not worthy of credit / not attempted

Indicative content

AO1 Answers should demonstrate knowledge and understanding of how social media are used for promotional purposes.

Answers could refer to:

- different platforms such as Facebook, Twitter, Snapchat, Instagram – examples given that help increase success of the artist/band
- The function of the social media platforms and the uses, codes and conventions of these platforms e.g. Twitter – live discussion, photos, use of #, immediacy of news and up to date information.
- Uses and gratifications for users of social media e.g. personal identity, community identity, proximity / intimacy – helps to gain success for the artist/band
- Promotional activity that can help gain success e.g. concerts, albums, personal appearances, behind the scenes, competitions

AO2 The application of knowledge and understanding will be demonstrated through explanation of examples studied.

Answers could include:

- Explanations of how the platforms are used to increase success for an artist/band with examples given - e.g. the use of images - still and moving, availability of music, live chat, interactivity, visual sharing
- Personal appeals
- A sense of how an artist or a band establishes a sense of community – bigger the community – the more successful the artist/band.
- Promotional activity e.g. first 20 people to purchase tickets for a concerts. One example of a case study to apply knowledge and understanding could be Justin Bieber's Facebook pages – images of the artist (galleries, digital posters for upcoming tour), opportunity to purchase tickets, fan comments both written and visual, likes, use of emojis.

Note - answers may refer to the use of these social media platforms on behalf of the artist or band, and not necessarily directly by the artist or band themselves, to increase success.

All valid alternatives should be credited.