

Mark Scheme Eduqas (WJEC) 603 A Level Media Component 1

<p>1</p>	<p>25-30 marks Candidates will be able to demonstrate excellent, detailed and accurate knowledge and understanding of the representation of gender in both texts, as well as be able to apply relevant aspects of the theoretical framework in a sophisticated way. Answers will engage in insightful and nuanced discussion of how values, beliefs and attitudes are conveyed in both the television and print advertisements. Candidates will discuss both texts in detail and make thoughtful comparisons between the two as well as well considered judgements supported by detailed reference to the two texts.</p> <p>20-24 marks Candidates will be able to demonstrate good and accurate knowledge and understanding of the representation of gender in both texts, as well as be able to securely apply relevant aspects of the theoretical framework. Answers will competently consider how values, beliefs and attitudes are conveyed in both the television and print advertisements. Candidates will discuss both texts in a relatively detailed way and make useful comparisons between the two as well as judgements supported by reference to the two texts.</p> <p>15-19 marks Candidates will be able to demonstrate adequate knowledge and understanding of the representation of gender in both texts, as well as be able to apply relevant aspects of the theoretical framework correctly. Answers will engage in some discussion of how values, beliefs and attitudes are conveyed in both the television and print advertisements but this is likely to need development. Candidates will discuss both texts and make some comparisons between the two as well. Judgements made about the two texts will be supported by some reference to the texts.</p> <p>10-14 marks Candidates will demonstrate basic knowledge and understanding of the representation of gender in both texts. Reference to the areas of the theoretical framework may be largely descriptive or simplistic. Answers will make generalized or superficial reference to the values, beliefs and attitudes are conveyed in both the television and print advertisements. Candidates will make basic comparisons and produce judgements that are undeveloped or unsupported by evidence from the two texts.</p> <p>1-9 marks Candidates will demonstrate minimal evidence of knowledge and understanding of the representation of gender in both texts. Answers will be limited, lacking in accuracy and/or clarity. Assertions made will be largely descriptive and simplistic and may only focus on one text only.</p>
<p>2</p>	<p>13-15 marks Candidates are able to demonstrate an excellent knowledge and understanding of the unseen film poster and are able to apply relevant areas of the theoretical framework effectively. Answers will be detailed and demonstrate a sophisticated awareness of how the film poster communicates meaning.</p> <p>10-12marks Candidates area able to demonstrate a good knowledge and understanding of the unseen film poster and are able to apply relevant areas of the theoretical framework securely. Answers will be relatively detailed and demonstrate a thoughtful awareness of how the film poster communicates meaning.</p> <p>7-9 marks Candidates are able to demonstrate an adequate and generally accurate knowledge and understanding of the unseen film poster and are able to apply relevant areas of the theoretical framework in a straightforward way. Answers demonstrate a satisfactory awareness of how the film poster communicates meaning.</p> <p>4-6 marks Candidates are able to demonstrate a basic knowledge and understanding of the unseen film poster and application of areas of the theoretical framework is likely to be limited and/or lacking in depth. Answers will tend to be largely descriptive or in need of further development and/or clarification.</p> <p>0-3 marks Candidates will demonstrate minimal knowledge and understanding of the unseen film poster. Answers will lacking in accuracy and clarity or only superficially address the question.</p>
<p>3a</p>	<p>1 mark for correct definition of MMPORG</p>
<p>3b</p>	<p>1 mark for basic outline of 1 or more of the terms 2-3 marks for a competent outline of the differences between the three terms 4 marks for an excellent understanding of the differences between all three terms. Candidates may also refer to relevant examples.</p>

3c	<p>6-8 marks for a detailed understanding of how the video games is regulated and why it is important</p> <p>3-5 marks for a straightforward understanding of how the video games is regulated and why it is important</p> <p>1-2 marks for a limited understanding of how the video games is regulated and why it is important</p>
3d	<p>0-4 Basic answer addressing some strategies used in the video game industry with only a limited attempt at explanation of production, distribution or circulation and reference to case study text. Spelling, grammar and punctuation will contain frequent errors.</p> <p>5-8 A competent answer which covers a range of strategies used with an increasing understanding shown of how production, distribution and circulation is used to maximise economic success. The case study is referred to explicitly and used to illustrate points well. Spelling, grammar and punctuation will be mostly accurate.</p> <p>9-12 A thorough and sophisticated response evaluating the different strategies used in the production, distribution and circulation of the case study text to maximise success. Responses will be detailed and refer to relevant theory to illustrate points.</p>
4(a)	<p>6-8 marks for demonstrating a thorough understanding of how technology has changed the way audiences watch films and supported by evidence/examples.</p> <p>3-5 marks for demonstrating a straightforward understanding of how technology has changed the way audiences watch films which may be supported by evidence/examples.</p> <p>0-2 marks for limited understanding of how technology has changed the way audiences watch films.</p>
4(b)	<p>0-4 Basic answer that only addresses the effectiveness of the films' marketing strategies in a largely descriptive way. The response will be lacking in detail with limited or no reference to the case study texts in terms of global audience appeal. Spelling, grammar and punctuation will contain frequent errors.</p> <p>5-8 A competent response that will discuss the marketing strategies used by both films for global audiences. Candidates will make specific reference to the case study texts. Spelling, grammar and punctuation will be mostly accurate</p> <p>9-12 An excellent response that demonstrates a thorough understanding of how both films were marketed for global audiences. Candidates will provide detailed case study examples and draw in relevant theory to illustrate their points to produce a considered and sophisticated response to the question. Spelling, grammar and punctuation will be accurate with a fluent writing style.</p>

Section A marks

1	/30
2	/15

Section B marks

3a	/1
3b	/4
3c	/8
3d	/12
4a	/8
4b	12

Total marks /90

Approximate grade boundaries:	81- 90 = A*
	72-80 = A
	63-71 = B
	54- 62 = C
	45 -53 = D
	36 - 44 = E
	0-35 = U