

Section A – Television in the Global Age

1(a) To what extent can feminist viewpoints inform our reading of *Life on Mars*?

2(a) To what extent can feminist viewpoints inform our reading of *Humans*? [15]

3(a) To what extent can feminist viewpoints inform our reading of *The Jinx*? [15]

Marks	AO2 1 and 3 Apply knowledge and understanding of the theoretical framework of media to: <ul style="list-style-type: none"> analyse media products, including through the use of academic theories make judgements and draw conclusions
13-15 marks	<ul style="list-style-type: none"> Excellent application of knowledge and understanding of the theoretical framework to analyse the set product Analysis of the set product is perceptive, insightful, and informed by a detailed knowledge and understanding of feminist theory Judgements and conclusions regarding the extent to which feminist viewpoints can be applied to the set product are perceptive, insightful and fully supported with detailed reference to specific aspects of the set product
10-12 marks	<ul style="list-style-type: none"> Good application of knowledge and understanding of the theoretical framework to analyse the set product Analysis of the set product is logical and informed by a secure knowledge and understanding of key aspects of feminist theory Judgements and conclusions regarding the extent to which feminist viewpoints can be applied to the set product are logical and well supported with reference to relevant aspects of the set product
7-9 marks	<ul style="list-style-type: none"> Satisfactory application of knowledge and understanding of the theoretical framework to analyse the set product Analysis of the set product is reasonable and straightforward, demonstrating a generally sound knowledge and understanding of feminist theory. Judgements and conclusions regarding the extent to which feminist viewpoints can be applied to the set product are reasonable and supported in a straightforward manner with some reference to relevant aspects of the set product
4-6 marks	<ul style="list-style-type: none"> Basic application of knowledge and understanding of the theoretical framework to analyse the set product Analysis of the set product is undeveloped, demonstrating a partial knowledge and understanding of feminist theory, and there may be a tendency to simply describe features of the set product. Basic judgements are made and some conclusions are drawn, but these are undeveloped and only partially supported by relevant examples
1-3 marks	<ul style="list-style-type: none"> Minimal, if any, use of relevant concepts or theories to analyse the set television product Analysis of the set product is superficial and generalised, demonstrating little or no knowledge and understanding of feminist theory. Any conclusions drawn regarding the extent to which feminist viewpoints can be applied to the set product are superficial, generalised and lacking supporting evidence from the set product.
0 marks	<ul style="list-style-type: none"> Response not worthy of credit.

- 1(b) Discuss the impact of globalization on the economic success of *The Bridge* [15]**
2(b) Discuss the impact of globalization on the economic success of *The Returned* [15]
3(b) Discuss the impact of globalization on the economic success of *No Burqas Behind Bars* [15]

Marks	AO1 2a and 2b Demonstrate knowledge and understanding of contexts of media and their influence on media products and processes
13-15 marks	<ul style="list-style-type: none"> • Excellent knowledge and understanding of the impact of globalization on the economic success of the television set product • Links drawn between the set television product and how globalization has impacted on its economic success produced are perceptive and insightful • A detailed understanding of the significance of globalization on the television industry is shown
10-12 marks	<ul style="list-style-type: none"> • Good knowledge and understanding of the impact of globalization on the economic success of the television set product • Links drawn between the set television product and how globalization has impacted on its economic success produced are logical • A secure understanding of the significance of globalization on the television industry is shown
7-9 marks	<ul style="list-style-type: none"> • Satisfactory knowledge and understanding of the impact of globalization on the economic success of the television set product • Links drawn between the set television product and how globalization has impacted on its economic success produced are generally sound • A reasonable understanding of the significance of globalization on the television industry is shown
4-6 marks	<ul style="list-style-type: none"> • Basic knowledge and understanding of the impact of globalization on the economic success of the television set product • Links drawn between the set television product and how globalization has impacted on its economic success produced are undeveloped • A basic understanding of the concept of globalization is shown
1-3 marks	Minimal knowledge and understanding of the impact of globalization on the economic success of the television set product <ul style="list-style-type: none"> • Any links drawn between the set television product and how globalization has impacted on its economic success produced are superficial and generalized • A very limited understanding of the concept of globalization is shown
0 marks	Response not worthy of credit

Section B – Magazines: Mainstream and Alternative Media

4. “Stuart Hall’s Audience Reception Theory is still as relevant today as it was when it was first published in 1973”

To what extent do you agree with this statement in the context of contemporary debate about media audiences? Discuss with reference to the set editions of **Woman** and **Adbusters** [30]

5. “Stuart Hall’s Audience Reception Theory is still as relevant today as it was when it was first published in 1973”

To what extent do you agree with this statement in the context of contemporary debate about media audiences? Discuss with reference to the set editions of **Woman’s Realm** and **Huck** [30]

6. “Stuart Hall’s Audience Reception Theory is still as relevant today as it was when it was first published in 1973”

To what extent do you agree with this statement in the context of contemporary debate about media audiences? Discuss with reference to the set editions of **Vogue** and **The Big Issue** [30]

AO1 2a and b Demonstrate knowledge and understanding of contexts of media and their influence on media products and processes	AO2 2 Apply knowledge and understanding of the theoretical framework of media to evaluate academic theories
9-10 marks <ul style="list-style-type: none"> • Excellent knowledge and understanding of the influence of contexts on the set magazine products • Links drawn between the representations in the set magazine products and the contexts in which they were produced are perceptive and insightful, showing a detailed understanding of the significance of relevant contextual factors 	17-20 marks <ul style="list-style-type: none"> • Excellent application of knowledge and understanding to evaluate the relevance of Hall’s statement in a contemporary context • Evaluation is insightful, thorough and critically informed • A sophisticated line of argument is made regarding the statement about Hall in the context of contemporary debate about media audiences. All points are fully supported with detailed reference to specific aspects of the set magazine products
7-8 marks <ul style="list-style-type: none"> • Good knowledge and understanding of the influence of contexts on the set magazine products • Links drawn between the representations in the set magazine products and the contexts in which they were produced are logical, showing a secure understanding of the significance of relevant contextual factors 	13-16 marks <ul style="list-style-type: none"> • Good application of knowledge and understanding to evaluate the relevance of the statement about Hall in a contemporary context • Evaluation is logical • A line of argument is made regarding Hall’s statement in the context of contemporary debate about media audiences and points are well supported with reference to specific aspects of the set magazine products

AO1 2a and b Demonstrate knowledge and understanding of contexts of media and their influence on media products and processes	AO2 2 Apply knowledge and understanding of the theoretical framework of media to evaluate academic theories
5-6 marks <ul style="list-style-type: none"> • Satisfactory knowledge and understanding of the influence of contexts on the set magazine products • Links drawn between the representations in the set magazine products and the contexts in which they were produced are generally sound, showing a reasonable understanding of the significance of relevant contextual factors 	9-12 marks <ul style="list-style-type: none"> • Satisfactory application of knowledge and understanding to evaluate the relevance of the statement about Hall's theory • Evaluation is reasonable and straightforward, although there may be a tendency to apply rather than evaluate Hall's theory. • Arguments will be supported with some appropriate reference to relevant aspects of the set magazine products
3-4 marks <ul style="list-style-type: none"> • Basic knowledge and understanding of the influence of contexts on the set magazine products • Links drawn between the representations in the set magazine products and the contexts in which they were produced are undeveloped, showing a basic understanding of contextual factors 	5-8 marks <ul style="list-style-type: none"> • Basic application of knowledge and understanding to evaluate Hall's statement • Description is likely to displace evaluation and there may be a tendency to simply describe features of the set product • Arguments are undeveloped and only partially supported by reference to the set magazine products
1-2 marks <ul style="list-style-type: none"> • Minimal knowledge and understanding of the influence of contexts on the set magazine products • Any links drawn between the representations in the set magazine products and the contexts in which they were produced are superficial and generalised, showing a very limited understanding of contextual factors 	1-4 marks <ul style="list-style-type: none"> • Minimal application of knowledge and understanding to evaluate the statement about Hall • Minimal, if any, evaluation • Any conclusions drawn are superficial, generalised and lacking supporting evidence from the set magazine products
0 marks Response not worthy of credit.	

Section C – Media in the Online Age

7. “The online age has enabled power to be redistributed away from large media organisations to the individual”. To what extent do you agree with this statement? Discuss with reference to PointlessBlog and DesiMag. You should refer to relevant academic theories in your response. [30]

8. The online age has enabled power to be redistributed away from large media organisations to the individual”. To what extent do you agree with this statement? Discuss with reference to Zoella and Attitude. You should refer to relevant academic theories in your response . [30]

<p style="text-align: center;">AO1 1a and b Demonstrate knowledge and understanding of the theoretical framework of media</p>	<p style="text-align: center;">AO2 3 Apply knowledge and understanding of the theoretical framework of media to make judgements and draw conclusions</p>
<p>17-20 marks</p> <ul style="list-style-type: none"> • Excellent knowledge and understanding of relevant aspects of the theoretical framework. • Discussion of the set products is likely to be perceptive, insightful, and critically informed by a detailed knowledge and understanding of the issues and debates surrounding the distribution of power in media industries between mainstream and individual producers. • Detailed reference is made to relevant theories such as, but not limited to, power and regulation, audiences and postmodernism. 	<p>9-10 marks</p> <ul style="list-style-type: none"> • Excellent application of knowledge and understanding to make judgements and draw conclusions relating to what extent the online age has enabled power to be redistributed away from large media organisations to the individual. • Judgements and conclusions are perceptive, insightful and fully supported with detailed reference to specific aspects of the set product.
<p>13-16 marks</p> <ul style="list-style-type: none"> • Good knowledge and understanding of relevant aspects of the theoretical framework Discussion of the set products is likely to be logical, coherent, and informed by a secure knowledge and understanding of the issues and debates surrounding the distribution of power in media industries between mainstream and individual producers. • Appropriate reference is made to relevant theories such as, but not limited to, power and regulation, audiences and postmodernism. 	<p>7-8 marks</p> <ul style="list-style-type: none"> • Good application of knowledge and understanding to make judgements and draw conclusions relating to what extent the online age has enabled power to be redistributed away from large media organisations to the individual. • Judgements and conclusions are logical, coherent and well supported with reference to relevant aspects of the set product.
<p>9-12 marks</p> <ul style="list-style-type: none"> • Satisfactory knowledge and understanding of relevant aspects of the theoretical framework • Discussion of the set products is likely to be reasonable and straightforward, demonstrating a generally sound knowledge and understanding of the issues and debates surrounding the distribution of power in media industries with some reference to the difference between mainstream and individual producers. • Reference to theories may lack relevance or be undeveloped 	<p>5-6 marks</p> <ul style="list-style-type: none"> • Satisfactory application of knowledge and understanding to make judgements and draw conclusions relating to what extent the online age has enabled power to be redistributed away from large media organisations to the individual. • Judgements and conclusions are reasonable and supported in a straightforward manner with some reference to relevant aspects of the set product.

AO1 1a and b Demonstrate knowledge and understanding of the theoretical framework of media	AO2 3 Apply knowledge and understanding of the theoretical framework of media to make judgements and draw conclusions
5-8 marks <ul style="list-style-type: none"> • Basic knowledge and understanding of relevant aspects of the theoretical framework • Discussion of the set products is likely to be undeveloped, demonstrating a partial understanding of the issues and debates surrounding the distribution of power in media industries. There may be a tendency to simply describe • Reference to relevant theories is unlikely to be made 	3-4 marks <ul style="list-style-type: none"> • Basic application of knowledge and understanding to make judgements and draw conclusions relating to what extent the online age has enabled power to be redistributed away from large media organisations to the individual, but there is a tendency to simply describe issues of power distribution and/or mainstream and individual producers. • Some basic conclusions are drawn, but these are undeveloped and only partially supported by reference to the set product
1-4 marks <ul style="list-style-type: none"> • Minimal, if any, knowledge and understanding of relevant aspects of the theoretical framework • Discussion of the set products is likely to be superficial and generalised, demonstrating little or no understanding of the issues and debates surrounding the distribution of power in media industries. • Reference to theories is not made 	1-2 marks <ul style="list-style-type: none"> • Minimal application of knowledge and understanding to make judgements and draw conclusions relating to what extent the online age has enabled power to be redistributed away from large media organisations to the individual. • Any conclusions drawn are likely to be superficial, generalised and lacking supporting evidence from the set product
0 marks <ul style="list-style-type: none"> • Response not worthy of credit. 	