

Media Studies

Advanced GCE **2735**

Media Issues and Debates

Mark Scheme for June 2010

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All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the Report on the Examination.

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The total number of marks available for the paper is 90.

Candidates answer two questions.

Each question must be from a different section.

Each Question is marked out of 45.

Assessment Level	Marks/45
Level 1	0-12
Level 2	13-17
	18-22
Level 3	23-28
	29-35
Level 4	36-40
	41-45

General Assessment Criteria

Level 1

0-12 marks

- weak answer
- failure to understand the question
- fails to communicate coherent point of view
- little or no understanding of the topic
- very short.

Level 2

13-17 marks

- basic understanding of the question
- textual examples will be basic and descriptive
- arguments are not developed in any detail
- opinions/assertions tend to be simplistic
- information may include irrelevancies or inaccuracies.

18-22 marks

- some attempt to offer a critical argument or point of view
- some knowledge of what the question demands
- limited analysis of case studies to illustrate arguments
- factual knowledge is mostly accurate
- answers will be relevant to the question
- opinions/assertions are substantiated by some examples.

Level 3**23-28 marks**

- informed argument
- competent use of textual and topical examples to illustrate arguments
- competent use of case studies
- factual knowledge will be mainly accurate
- answers will be relevant to the question.

29-35 marks

- applies knowledge of case studies to the topic
- clear understanding of the issue
- clear use of relevant case studies
- factual knowledge will be accurate and clearly relevant to the question
- clear understanding of role of media within a wider context.

Level 4**36-40 marks**

- well structured
- demonstrates an intelligent and informed understanding of the topic
- demonstrates skill in critical analysis
- intelligent evaluation of contemporary texts and topics.

41-45 marks

- intelligent
- well informed
- precise
- perceptive and incisive insights into the topic.

Question Specific Content Descriptors

NB The bullet points indicate possible topics and details that may be referred to by candidates. They are not meant to be exhaustive lists.

SECTION A – BROADCASTING**Question 1**

Discuss the view that music programmes on television rarely have mass appeal.

The following issues may be referred to by candidates:

- Marketing and promotion
- Audience targeting
- Niche and mass audiences
- Genre channels
- Audience figures
- Music genres
- Live and recorded music.

Question 2

“Television is not an appropriate medium for music.” To what extent do you agree?

The following issues may be referred to by candidates:

- Visual appeal
- Live music
- Music television events
- Production values
- Demands of broadcasting industry
- Growth of music video
- Television as art form
- Role of music, gratification theories and audience pleasures.

Question 3

“Broadcast news and current affairs programmes have a duty to be impartial, and long may that be the case.” Discuss this view.

The following issues may be referred to by candidates:

- News selection
- Public interest
- News values
- Ofcom code of practice for news and current affairs
- Ratings and audience
- Public service remit
- Infotainment.

Question 4

Discuss the issues that might arise in the selection of content for broadcast news and/or current affairs programmes.

The following issues may be referred to by candidates:

- Scheduling strategies
- Public interest
- Promotional strategies
- PSB versus commercial predicaments
- News values
- Ratings and audiences, BARB and RAJAR figures
- Infotainment and populism.

Question 5

Is the public better served by the British broadcasting industry than it was ten years ago? Explain your view.

The following issues may be referred to by candidates:

- Competition
- Technology
- Mass audiences
- Consumerism
- Choice and channel proliferation
- Uses and gratifications, audience pleasures
- Audience figures and research.

Question 6

How should the British broadcasting industry be regulated?

The following issues may be referred to by candidates:

- Digital and other technological advances, production values
- Regulatory freedoms and constraints, Broadcasting Acts
- Competition
- Consumerism
- Consumer choice
- Media ownership
- Economic factors.

SECTION B – FILM**Question 7**

What are the significant achievements of the British film industry over the past ten years?

The following issues may be referred to by candidates:

- Financial (backers from UK and abroad)
- Quality of directors/producers/artists
- Government support
- Independent film companies
- Distribution and exhibition issues (ownership)
- UK and global audiences
- Foreign competition.

Question 8

“You can tell a British made film a mile off. Low production values, cheap budget, limited appeal.” Discuss this view.

The following issues may be referred to by candidates:

- ‘Worthy’ social comment films
- Commercial successes in UK and abroad
- Narrow/diverse representations in British films
- Definitions of Britishness
- Focus on individual UK film-makers
- Focus on individual UK film production companies
- Financial and economic constraints and implications for representation.

Question 9

“The study of film genre is becoming irrelevant. Most films now break generic conventions.” Discuss this view.

The following issues may be referred to by candidates:

- Generic conventions
- Case study analysis
- Auteurism
- Audience pleasures
- Hybrid, cross genre films
- Sequels and prequels.

Question 10

Explain how and why one or more genres have developed and adapted to suit modern audiences.

The following issues may be referred to by candidates:

- Audience pleasures and expectations
- Success of certain formulae and paradigms
- Industry preferences

- Promotional issues and strategies
- Hybrids and sub genres
- References to and comparisons with literary genres.

Question 11

How effective are the controls on films released to UK audiences? Explain your view.

The following issues may be referred to by candidates:

- Role of film
- Role of censors
- BBFC
- Legal/statutory requirements
- Pressure groups
- Case studies
- Effects theories.

Question 12

Films are often blamed for causing violence and anti-social or irresponsible behaviour. Discuss the arguments and evidence that support or oppose this view.

The following issues may be referred to by candidates:

- Audience effects theories
- Copycat case studies
- Increasingly liberal democracy
- Role and function BBFC
- Development and changes in classification policies
- Protection of vulnerable groups (children/minorities etc)
- Pressure groups
- Moral panics.

SECTION C – PRINT**Question 13**

Discuss the effect that the internet has had, and is likely to have on the magazine industry.

The following issues may be referred to by candidates:

- Debates and issues around popular and high culture
- Uses and gratifications
- Public service dimension of magazine history
- Consumerism
- Mass marketing
- Editorial and advertising.

Question 14

What role do magazines have in our society?

The following issues may be referred to by candidates:

- Definition of success in commercial environment
- Competition and survival in market
- Audience targeting by social group
- Strategies to engender loyalty
- ABC figures
- Economic and financial rewards
- Editorial/advertising policies
- Synergy and cross media strategies
- Audience profiling and demographic analysis.

Question 15

“Local issues are more important in people’s lives than national issues. The local newspaper is more important than the national newspaper.” Discuss this view.

The following issues may be referred to by candidates:

- Local news gatherer and informer
- Advertising stall
- Platform for local issues
- Commercial enterprise
- Responsible independent observer
- Local newssheet.

Question 16

Is the local newspaper industry serving a useful purpose in the digital age? Explain your view.

The following issues may be referred to by candidates:

- Strengths of newspapers compared with radio and television
- Audience attitudes to news and news media

- Local newspaper circulation figures and JICREG
- Cross-media ownership
- Newspaper industry's ability to adapt in and to electronic media environment.

Question 17

What is meant by self regulation, and how successfully is it working for the British Press?

The following issues may be referred to by candidates:

- Press role as watchdog
- PCC and ethical issues
- Existing and proposed statutory legislation
- Free press, open democracy
- Pressure groups for and against tighter control
- Self regulation versus statutory constraints
- Recent and current causes celebres.

Question 18

What laws control the British Press and how successful are they in doing so?

The following issues may be referred to by candidates:

- Statutory constraints
- PCC regulations and code of practice
- Status and role of print press broadcast/internet media environment
- Privacy cases
- Public faith in press and journalists
- Role of press in society
- Role of regulators in society.

Quality of written communication:

No specific marks are allocated to quality of written communication, but it should be sufficient at all levels to make meaning clear. It is possible, at the lower levels, that significant errors in detail and structure may impede or obscure meaning, and thus indirectly penalise responses. At higher levels, information and ideas will be expressed accurately, concisely and fluently, although errors may still occur.

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