

GCSE Digital Communication Commentaries

Unit 1: Critical Reading of Moving Image Texts

Sample 1

Section A

The candidate uses the structure of the scene to structure the analysis. This makes the response more narrative. However, there is some successful use of media terminology that adds incisiveness to some of the comments on the effects achieved. Therefore, this is a high Band 2.

Score 7

Section B

The use of words such as 'implies', 'suggests', 'the audience' and the use of media terms gives a strong sense of analytical depth to this response, even though the candidate has chosen to use the narrative of the scene to structure the response. The use of this academic vocabulary has given the student opportunity to make some insightful comments about the text. An essay structure which focused on specific ideas about the text rather than a narrative of the scene would have made a more secure Band 3 response.

Score AO1: 5 + AO2: 6

Section C

The candidate over complicates their response by attempting to analyse both films at the same time. However, there is a perceptive understanding of the genre of "rite of passage" and these comments are well linked to specifics from the text. This use of example allows for a specific analysis of the genre.

Score AO1: 7 + AO2: 8

Sample 2

Section A

The candidate uses a very methodical structure to explore the scene. This approach of making a comment about the techniques used by the director, followed by an example, followed by a fairly detailed analysis allowed the candidate to show a sound understanding of how character is created. The comments lack the perceptiveness of a Band 3 candidate however, making points that are more obvious such as 'dull colours' suggest a dull life.

Section B

The response focuses heavily on what makes the scene funny. There are some clear comments on the effects achieved, therefore performing well in the mark scheme for AO2 but with limited comment on how this effect is achieved. The candidate needs to make much more specific reference to the scene, picking out techniques used, to be able to succeed in the AO1 mark scheme.

Score AO1: 2 + AO2: 4

Section C

Both parts feel very similar even though C(i) relates to AO1 and C(ii) relates to AO2. Both sections focus on the different choices made and then move on to consider the intended impact generally of the genre of fairy tale. Although clearly developed understanding of the genre is shown, neither response focuses enough on the requirements of the mark scheme to warrant a top band mark.

Score AO1: 5 + AO2: 5

Sample 3

Section A

The response is largely narrative showing a basic understanding of the needs of the question. There are some points that begin to suggest a link between choice and impact but these are far too general.

Score 2

Section B

This is a limited narrative response. There is some use of media terminology but this is descriptive. There is no sense of these terms being linked to the narrative of the scene.

Score AO1: 2 + AO2: 2

Section C

Both responses show a sense of the genre and the candidate describes elements that show some limited understanding of what fairy tale means. However, there is no real analysis in either part of the response.

Score AO1: 2 + AO: 2