



GCSE MARKING SCHEME

MEDIA STUDIES

SUMMER 2015

INTRODUCTION

The marking schemes which follow were those used by WJEC for the Summer 2015 examination in GCSE MEDIA STUDIES. They were finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conferences were held shortly after the papers were taken so that reference could be made to the full range of candidates' responses, with photocopied scripts forming the basis of discussion. The aim of the conferences was to ensure that the marking schemes were interpreted and applied in the same way by all examiners.

It is hoped that this information will be of assistance to centres but it is recognised at the same time that, without the benefit of participation in the examiners' conferences, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about these marking schemes.

	Page
Unit 1	1

**GCSE MEDIA STUDIES – UNIT 1
SUMMER 2015 MARK SCHEME**

SECTION A:

Thinking about the Media – Investigating *Print Advertising* [40]

1. Look at the advertisement for *Pepe Jeans*.

(a) Identify **two** settings used in the advertisement. [2]

- Exterior settings
- Residential city centre, large town, architectural features, Regency, Georgian, British city
- Inner city shopping area, café/restaurant area, old part of town or city, cobbled streets, London
- Seasonal settings

(b) Briefly explain why these settings are used. [8]

Answers may include reference to:

- Cities
- Architecture/buildings
- Shops and restaurants
- Narratives linked to settings
- Fashion/style linked to settings
- Brand image
- Appeal to audiences/consumers
- Representations of place, gender, age etc.

Level 1 (1-2)	Basic description of settings. Higher mark for description and simple comment.
Level 2 (3-4)	Explanation of settings emerging. Higher mark available for valid explanation of why settings were used.
Level 3 (5-6)	Good explanation of why settings were used. For higher mark there will be emerging media language.
Level 4 (7-8)	Excellent explanation of why settings were used. Higher mark for sophisticated explanations of why settings were used.

2. Look at the advertisement for *Apple*.

Explain how it appeals to audiences.

[10]

Answers may include reference to:

- Technical codes – camera shot, angle, point of view
- Visual codes – dress, body language, gesture, setting, colour
- Text – language, content
- Narrative – storyline and themes, characters
- Representation: youth, gender
- Brand image
- Target audience

Level 1 (1-3)	Basic description of the advertisement. For higher marks there will be description and simple comment.
Level 2 (4-5)	Explanation of appeals to audiences emerging. Higher mark for valid explanation of how the advertisement appeals to audiences.
Level 3 (6-7)	Sound explanation of appeals to audiences. For higher mark, more detailed and appropriate explanation provided.
Level 4 (8-10)	Excellent explanation of appeals to audiences. At the top of the level there will be sophisticated explanation of appeals to audiences.

3. Explain how *either* men *or* women are represented in print advertisements you have studied (*not* the Resource Material). [10]

Answers may include reference to the following:

- Technical codes
- Visual codes
- Stereotyping
- Positive/negative representations
- Challenging stereotypes

For an explanation of representation in print advertisements generally, award a maximum of 5 marks.

If there is no reference to print advertisements award a maximum of 3 marks.

Level 1 (1-3)	Basic description of how men or women are shown in print advertisements. Higher marks for more detailed description with reference to print advertisements studied. Candidates at this level may well use the resource material. Any response based on the resource material must not be awarded more than 3 marks.
Level 2 (4-5)	Description of how men or women are represented in print advertisements studied, with likely reference to dress, body language, gesture or activities undertaken in the advertisements. Higher mark for linking description with simple ideas of representation, e.g. roles, stereotypes.
Level 3 (6-7)	More detailed explanations of the representations of men or women in appropriate print advertisements. Relevant media language used to demonstrate representation. Reference to stereotyping, roles, functions, etc. for higher mark.
Level 4 (8-10)	Excellent explanation of how either men or women are represented in the chosen examples. Confident use of media language to demonstrate representations. For higher/full marks, there will be a sophisticated explanation with an understanding of the way representations challenge or reinforce typical portrayals of men or women.

4. Explain why magazines contain advertisements.

[10]

Answers may include:

- Provide revenue for magazines by selling advertising space
- Target specific audiences through gender, age, class, lifestyle and interests, ethnicity, religion and locality
- Help magazines appear more comprehensive in coverage of stories and features
- Appeal of glossy advertising images and stories
- Advertorials
- Advertising features
- Exclusive offers to readers
- Magazine advertising has a longer shelf life than web advertising
- High class brands add sense of luxury

Level 1 (1-3)	Minimal explanation of why magazines contain advertisements. For higher marks, a basic explanation.
Level 2 (4-5)	Explanation of why magazines contain advertisements emerging. Higher mark for more detail and/or a valid explanation.
Level 3 (6-7)	Sound explanation of why magazines contain advertisements. For higher mark, more detailed and appropriate explanation.
Level 4 (8-10)	Excellent explanation of why magazines contain advertisements. Confident sense of organisational issues. Higher/full marks for more sophisticated explanations.

SECTION B

Thinking about the Media: Planning *Television Advertising*

[40]

5. Create a television advertisement for a new brand of **either** jeans **or** mobile phone.

Complete the following tasks:

TASK 1 Choose a name for the new brand of **either** jeans **or** mobile phone. Briefly explain why you chose this name. **[4]**

0 marks	Name of new brand of either jeans or mobile phone not given.
1 mark	Basic or adequate name.
2 marks	Good, effective name which is appropriate for the brand.
1 additional mark	Basic explanation of the chosen name.
2 additional marks	Good explanation. A detailed explanation of the chosen name with a clear sense of brand connotations.

TASK 2 Suggest a storyline for your advertisement. **[6]**

Level 1 (1-2)	A basic storyline. Higher mark for some detail emerging. A maximum of two marks if a storyline for an advertisement for new brand of either jeans or mobile phone is not given.
Level 2 (3-4)	An appropriate storyline. For higher marks, more detailed with some sense of beginning, middle and end to the storyline and some reference to the product.
Level 3 (5)	An appropriate and detailed storyline with a clear structure and sense of the product.
Level 4 (6)	An excellent storyline with a confident sense of the product being advertised and branding of the product.

TASK 3 Create a storyboard of 6-12 frames for your advertisement. [10]

Storyboards may include:

- Camera shot – type, angle, etc.
- Camera movement – pan, tilt, etc.
- Sound – dialogue, sound effects, music
- Sense of a coherent sequence
- Sense of conventions of adverts, e.g. featuring product, celebrity endorsement, slogan, branding, etc.

If the storyboard includes no written descriptions, award a maximum of 5 marks.

Level 1 (1-3) 1	Minimal ability to present a storyboard, with only a few frames completed.
(2-3)	Basic ability to storyboard, with some sense of a sequence. A limited range of camera shots used.
Level 2 (4-5) 4	Simple ability to present a storyboard with a clearer sense of a sequence and wider variety of camera shots selected.
5	Some ability to present a storyboard with some variety of camera shots used and a sense of a sequence. The conventions of an advert are clearly beginning to emerge.
Level 3 (6-7) 6	A sound ability to present a storyboard with a range of camera shots used and a clear sense of a sequence. The conventions of an advert will be generally evident.
7 marks	A confident ability to present a storyboard with a wide range of shots, a good sense of a sequence and appropriate sound. The conventions of an advert will be clearly evident.
Level 4 (8-10)	Excellent ability to present a storyboard with a strong sense of a sequence, an effective range of camera shots and highly appropriate sound. The conventions of an advert will be creatively used.
(9-10)	A sophisticated ability to present a storyboard with a highly effective use of camera and sound. The conventions of an advert will be used with real creativity to create a sense of the brand.

Task 4 Explain how your advertisement will attract audiences.

[10]

Answers may refer to:

- A target audience
- Aim to attract audiences through characters, settings, visual codes, technical codes, sound, etc.
- Creating brand identity for product
- Representations
- Narratives
- Genre conventions

Level 1 (1-3)	Minimal explanation of how the advertisement will attract an audience. For higher marks, a basic explanation.
Level 2 (4-5)	Explanation of how the advertisement attracts an audience emerging with reference to characters, settings, the storyboard and product.
Level 3 (6-7)	Sound explanation of how the advertisement will attract audiences through a range of appeals such as camera shots, sound, music, visual codes and narrative, using media language. Higher mark for more confident explanations and clear reference to how this will attract an audience.
Level 4 (8-10)	Excellent explanation of how the advertisement will attract audiences through a wide range of appeals such as technical and visual codes, narrative and representation, using confident media language. For higher marks, explanations will be sophisticated, explaining how the selected genre conventions, narrative and representations create a brand image for the product being advertised, which will have a clear identity and attraction for audiences.

Task 5 Choose **one** television advertisement you have studied.
Explain how it promotes the product.

[10]

Answers may refer to:

- Technical and visual codes
- Sound
- Narrative
- Representation
- Celebrity endorsement
- Humour
- Slogan
- Brand identity
- Aspiration
- Intertextuality
- Unique Selling Point

If no specific advertisement is discussed award a maximum of 5 marks.

Level 1 (1-3)	Basic description of a television advertisement studied, with basic reference to how it promotes the product for higher marks.
Level 2 (4-5)	Simple explanation of how a television advertisement promotes the product, with likely reference to narrative, characters and sound.
Level 3 (6-7)	Sound explanation of how a television advert promotes the product, with likely reference to genre, narrative, the target audience and appeals, using media language. For higher mark, a good explanation with confident use of media language in discussing the appeals of the advertisement, how it targets its audience and how the product is being promoted.
Level 4 (8-10)	Excellent explanation of how a television advertisement promotes the product or creates a brand image for the product through its textual elements and representations. For higher marks sophisticated explanations of how the product is promoted, making reference to a wide range of techniques. There may be reference to intertextuality with other texts and how the producers attempt to create a brand image and USP.



WJEC
245 Western Avenue
Cardiff CF5 2YX
Tel No 029 2026 5000
Fax 029 2057 5994
E-mail: exams@wjec.co.uk
website: www.wjec.co.uk