2012 Media Studies

Intermediate 1 – Unseen Analysis

Finalised Marking Instructions

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Intermediate 1

The Unseen Analysis at Intermediate 1 is in the form of a submission to SQA for external Assessment which is made by centres in April of 2012.

Markers should check that each envelope contains a copy of the text for Unseen Analysis, Candidate scripts enclosed in Flyleafs, and Questions on the text. If either the text or questions are missing, please contact SQA at the number given in the general Marking Instructions.

Markers should then examine the questions to ascertain that they cover the prescribed key areas of Categories and Language. See the attached Question Bank for guidance.

Markers should then examine the text, reading, watching or listening to it.

Candidates should not be penalised because their cultural assumptions differ from those of the marker.

The maximum mark allocated by the centre for the Unseen Analysis is 20.

It is not a requirement to supply a marking scheme.

Use your professional judgement and mark the questions out of 20.

No more than half of the available marks should be awarded for the simple identification of concepts. Where questions differ from those specified in the Question Bank assign a mark to all questions and refer to PA.

Please write no comments on the work, but merely indicate by normal marking conventions (tick, cross, underline – or 1, 2 etc) what you think the answers are worth and put a total mark in the box on the flyleaf and on the EX6.

The Markers' meeting will offer advice in how to go about marking a number of example scripts. In cases of doubt, when you are unsure about any centres, text, questions or answers, please **mark the work** and refer it to the Principal Assessor so that a second opinion can be applied.

Question Bank

Instructions for constructing the Instrument of Assessment

1. Choose **EITHER** two **OR** three questions from those given in Section One: Categories.

2. Choose a maximum of 4 questions from those given in Section Two: Language. The questions may be chosen from more than one sub-section, ie: **EITHER** choose **one** question from *General Questions* that requires candidates to describe a combination of technical and cultural codes **OR** choose up to 4 questions from this Section as a whole that require candidates to describe a combination of technical and cultural codes.

3. Assign a total of 20 marks to the questions selected using the following formula:

    (a) Allocate a minimum of 8 marks to Categories and 8 marks to Language. The remaining 4 marks should be allocated to either another Category or another Language question depending upon the richness of the unseen text selected and/or the abilities of the candidates in the cohort.

    (b) Assign one mark for the identification of each category or code, and assign one mark for each expected piece of textual evidence.

    Example:
    Identify the form of the text and describe one element from the text that shows this. (2 marks)

    (c) No questions should have fewer than two marks assigned.

    (d) There should be a maximum of three questions which have only two marks assigned to them. All other questions should have 4 or more marks assigned to them.

    (e) There is no need to submit a marking scheme to SQA.

Section One: Categories

In order to pass candidates are required to show understanding of at least one category from Medium, Form, Purpose or Genre. To achieve a pass beyond minimum candidates are required to show understanding of more than one category.

Choose at least two of the following questions. Minor variations in the wording of questions are acceptable.

The bracketed amounts indicated below are at the discretion of the centre and may be increased if this is appropriate to the text and/or the intended mark allocation.

*   The text is ... medium. Describe (one) element from the text that shows this.
*   The text is in the medium of ... . Give (two) reasons why this medium has been chosen.
*   Identify the form of the text. Describe (one) element from the text that shows this.
*   Identify (one) purpose(s) of this text. Describe (one) element(s) from the text that shows this.
*   Identify the genre(s) of the text. Describe (one) individual element(s) by referring to the text that shows this.

Section Two: Language

Technical and Cultural Codes

Choose questions from the following, as appropriate to the text and the candidate group. Candidates are required to demonstrate understanding of either Technical and/or Cultural codes in order to pass. Questions can be general and/or specific to technical codes, cultural codes or medium. Minor variations in the wording of questions are acceptable.

The bracketed amounts indicated below are at the discretion of the centre and may be increased if this is appropriate to the text and/or the intended mark allocation.

General Questions

- By close reference to the text describe the codes used to convey particular meanings.
- Identify individual elements in this text. Describe the particular meaning they convey.
- Describe the connotation(s) of (one) code by close reference to the text.
- Identify several codes in the text provided and describe their connotations.

Technical Code Questions

- Describe the technical codes used in the text and the meanings they make.
- Name the technical codes used in the text. Describe the specific meaning they convey.
- Describe the connotation(s) of (one) technical code(s) in the text.
- Name several technical codes used in the text. Describe the connotations of each.

Cultural Code Questions

- Describe the cultural codes used in the text and the meanings they convey.
- Name the cultural codes used in the text. Describe the specific meanings they convey.
- Describe the connotation(s) of (one) cultural code used in the text.
- Name several cultural codes used in the text. Describe the connotations of each.

Print Text Questions

- Name several text elements used. Describe what meanings they make in this text. (You should think about placement, size, colour, layout, images, words, etc as appropriate to the text).
- Identify the character formatting used. Describe the meanings it suggests.
- Name the graphic elements used in the text. Describe what meanings they suggest.

Radio Text Questions

- Describe the sound elements used in this text to suggest a number of meanings. (You should think about music, sound effects, dialogue, etc).
- Describe by close reference to the text how voice is used to suggest a number of different meanings.
- Describe the ways in which music is used to suggest a number of different meanings in this text.
- Describe the ways that verbal language is used to suggest a number of different meanings in this text.

TV/Film Text Questions

- Name several technical codes used. By close reference to the text describe how they suggest meanings. (You should think about camera position, movement, angle, editing, lighting, titles, sound etc as appropriate to the text).
- Name several cultural codes used. By close reference to the text describe how they suggest meanings. (You should think about mise-en-scene, dress/costume, colour, music, props, etc).
- Describe by using close reference to the text the mise-en-scene that is used in this text. Suggest the meanings created by its use.
- Describe with close reference to the text the lighting effects used and the meanings this suggests.
- Describe with close reference to several shots how the camera (distance/movement/angle/focus) is used to suggest different meanings.
- Name several different editing techniques used in this text. Describe the meanings each of these suggests.
- With close reference to the text describe several ways that sound is used to suggest meanings.
- Identify the onscreen title used in the text. Describe the meaning suggested by it. (You should think about words, font, positioning, colour etc).

Pop Music Text Questions

- Describe the ways in which the lyrics in the text suggest particular meanings.
- Identify the vocal style used in the text. Describe the meanings it suggests.
- Identify the performance style used in the text. Describe the meaning(s) it suggests.
- Name the rhythm(s) used in the text. Describe the meanings suggested.
- Identify the instrumentation used in the text. Describe the meanings suggested.

Other Types of Text

- Advertising, Web pages or other types of text can be subject to analysis using a combination of the above questions. If centres are unsure in this respect, contact SQA for guidance.

[END OF MARKING INSTRUCTIONS]