CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Advanced Level

MARK SCHEME for the May/June 2015 series

9607 MEDIA STUDIES

9607/04 Paper 4 (Critical Perspectives), maximum raw mark 50

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

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Question 1
Section A: Evaluation of skills development

*In this section you need to write about your work for the Foundation Portfolio and Advanced Portfolio components. You must answer both **1(a)** and **1(b)**.*

1 (a) In what ways did you engage with the conventions of real media texts in your own productions? **[25]**

Assessment will take place across two criteria:
- explanation/argument/analysis [15 marks]
- use of examples [10 marks]

Candidates' work should be judged on each of these criteria individually and marks awarded according to the level attained. It should be noted that it is possible for a candidate to achieve a different level for each assessment criterion.

Level 5	13–15 marks Explanation/argument /analysis	• There is a clear sense of progression established by the answer. • Offers a full range of articulate reflections on the production process.
Level 4	10–12 marks Explanation/argument /analysis	• There is a sense of progression established by the answer. • Offers a range of reflections on the production process.
Level 3	7–9 marks Explanation/argument /analysis	• There is some sense of progression established by the answer. • Offers some reflections on the production process.
Level 2	4–6 marks Explanation/argument /analysis	• There is a limited sense of progression established by the answer. • Offers limited reflections on the production process.
Level 1	1–3 marks Explanation/argument /analysis	• There is a minimal sense of progression established by the answer. • Offers minimal reflections on the production process.
Level 0	0 marks	No response or response does not answer the question.

Level 5	9–10 marks Use of examples	• Offers a broad range of specific, relevant and clear examples from their production work of the use of conventions of real media texts in relation to creative skills development. • Shows an excellent understanding of how the use of conventions of real media texts has helped create meaning.
Level 4	7–8 marks	• Offers a range of relevant and clear

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	Use of examples	examples from their production work of the use of conventions of real media texts in relation to creative skills development. • Shows a competent understanding of how the use of conventions of real media texts has helped create meaning.
Level 3	5–6 marks Use of examples	• Offers some examples from their production work of the use of conventions of real media texts in relation to creative skills development. • Shows satisfactory understanding of how the use of conventions of real media texts has helped create meaning.
Level 2	3–4 marks Use of examples	• Offers limited examples from their production work of the use of conventions of real media texts in relation to creative skills development. • Shows limited understanding of how the use of conventions of real media texts has helped create meaning.
Level 1	1–2 marks Use of examples	• Offers minimal examples from their production work of the use of conventions of real media texts in relation to creative skills development. • Shows minimal understanding of how the use of conventions of real media texts has helped create meaning.
Level 0	0 marks	No response or response does not answer the question.

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Question 1(b)

Analyse one of your productions in relation to ideas about representation **[25]**

Assessment will take place across two criteria:
- explanation/argument/analysis [15 marks]
- use of examples [10 marks]

Candidates' work should be judged on each of these criteria individually and marks awarded according to the level attained. It should be noted that it is possible for a candidate to achieve a different level for each assessment criterion.

Level 5	13–15 marks Explanation/argument/analysis	• Offers a full range of articulate reflections on the production. • Shows an excellent understanding of representation as a concept.
Level 4	10–12 marks Explanation/argument/analysis	• Offers a range of reflections on the production. • Shows a competent understanding of representation as a concept.
Level 3	7–9 marks Explanation/argument/analysis	• Offers some reflections on the production. • Shows some understanding of representation as a concept.
Level 2	4–6 marks Explanation/argument/analysis	• There is a limited reflection on the production. • Shows limited understanding of representation as a concept.
Level 1	1–3 marks Explanation/argument/analysis	• There is minimal reflection on the production. • Shows minimal understanding of representation as a concept.
Level 0	0 marks	No response or response does not answer the question.

Level 5	9–10 marks Use of examples	• Offers a broad range of specific, relevant and clear examples from their production in relation to representation.
Level 4	7–8 marks Use of examples	• Offers a range of relevant and clear examples from their production in relation to representation.
Level 3	5–6 marks Use of examples	• Offers some relevant and clear examples from their production in relation to representation.

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Level 2	3–4 marks Use of examples	• Offers limited examples from their production in relation to representation.
Level 1	1–3 marks Use of examples	• Offers minimal examples from their production in relation to representation.
Level 0	0 marks	No response or response does not answer the question.

Section B

Contemporary media regulation

2 How effective is contemporary media regulation? [50] **OR**
3 Evaluate the arguments for stricter regulation of the media [50]

Global media
4 Assess the arguments for and against global media [50]**OR**
5 To what extent is the audience for the media now 'global'? [50]

Media and collective identity
6 Discuss the social implications of media representation. [50] **OR**
7 To what extent does the representation of a particular social group change over time? [50]

Media in the online age
8 "The online age has totally destroyed traditional media distribution methods" How far do you agree with this statement? [50] **OR**
9 How far has the online age changed the way audiences use the media? [50]

Post-modern media
10 How far does the concept of post-modernism help you to understand some of the media texts you have studied? [50]**OR**
11 To what extent do postmodern media blur the boundaries between reality and representation? [50]

Assessment will take place across two criteria:
- explanation/argument/analysis [30 marks]
- use of examples [20 marks]

Candidates' work should be judged on each of these criteria individually and marks awarded according to the level attained. It should be noted that it is possible for a candidate to achieve a different level for each assessment criterion.

Level 5	24–30 marks Explanation/argument /analysis	• Shows excellent understanding of the task. • Offers a clear, articulate balance of media theories, knowledge of texts and industries and personal engagement with issues and debates. • A coherent and developed argument. • Clearly relevant to set question.

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Level 4	18–23 marks Explanation/argument /analysis	• Shows proficient understanding of the task. • Offers clear evidence of understanding media theories, knowledge of texts and industries and personal engagement with issues and debates. • A clear argument. • Relevant to set question.
Level 3	12–17 marks Explanation/argument /analysis	• Shows satisfactory understanding of the task. • Offers some evidence of understanding of media theories, knowledge of texts and industries and personal engagement with issues and debates. • Some evidence of an argument, though likely to be lacking in detail. • Some relevance to set question.
Level 2	7–11 marks Explanation/argument /analysis	• Shows limited understanding of the task. • Offers limited evidence of understanding of media theories, knowledge of texts and industries and personal engagement with issues and debates. • Limited evidence of an argument, though lacking in detail. • Limited relevance to set question.
Level 1	1–6 marks Explanation/argument /analysis	• Shows minimal understanding of the task. • Offers minimal evidence of understanding of media theories, knowledge of texts and industries and personal engagement with issues and debates. • Minimal evidence of an argument, though lacking in detail. • Minimal relevance to set question.
Level 0	0 marks Explanation/argument /analysis	No response or response does not answer the question.

Level 5	16–20 marks Use of examples	• Offers examples which are clearly relevant to the set question. • Examples of texts, industries and theories are accurate, and clearly connected together in the answer.

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Level 4	12–15 marks Use of examples	• Offers a range of evidence which is relevant to the set question. • Examples of texts, industries and theories are mostly accurate, and connected together in the answer.
Level 3	8–11 marks Use of examples	• Offers evidence which is of some relevance to the set question. • Examples of texts, industries and theories are referenced some of the time in support of points.
Level 2	4–7 marks Use of examples	• Evidence is of limited relevance to the set question. • Offers a narrow range of examples related to texts, industries or audiences.
Level 1	1–3 marks Use of examples	• Evidence is of minimal relevance to the set question. • Offers a minimal range of examples related to texts, industries or audiences.
Level 0	0 marks	No response or response does not answer the question.

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