Cambridge International AS & A Level

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Cambridge International Advanced Subsidiary and Advanced Level

MEDIA STUDIES **9607/02**

Paper 2 Key Media Concepts **May/June 2016**

MARK SCHEME

Maximum Mark: 100

Published

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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Section A

Question 1

Discuss the ways in which the extract from *House of Cards* constructs meaning through the following:

- camera shots, angles, movement and composition
- editing
- sound
- mise-en-scène. [50]

Candidates will be assessed on their ability to understand how meaning is constructed in a media text through the analysis of different technical areas.

Marks are awarded for three different criteria:

Explanation/argument/analysis (max 20)
Use of examples (max 20)
Terminology (max 10)

Candidates' work should be judged on each of these criteria, and an overall mark out of fifty awarded. It should be noted that it is possible for a candidate to achieve a different level for each assessment criterion, so a best-fit approach should be used.

A positive approach to marking is encouraged. Reward alternative valid responses.

Specific notes on the sequence – likely areas of coverage

Camera:
Framing in all scenes
Positioning of camera, especially as interview proceeds
Use of close-up, especially Frank's reaction after things backfire
In/out of focus shots
Use of direct address to camera by Frank's opponent
Use of wide shots

Sound:
Use of dialogue
Music confined to one part of the scene and used for emphasis and for transition
Ambient sounds

Editing:
Cutting between characters
Split screen effect
Shot/reverse shot
Establishment of space and 180 degree rule

Mise-en-scene:
formal dress of central characters,
bedroom, car and TV studio settings,
lighting and colours, use of graphics in studio sequence
positioning of characters
body language and facial expression
emphasis on detail e.g. Frank's ring in car
use of greenscreen and 'behind the scenes' shots

Meaning:
The loss of power/control of the central character as the scene progresses, resulting in his humiliation;
relationship with his wife: contrast between the opening and the car scene

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Question	Answer	Marks	Guidance
1	**Level 5**	**40–50**	
	Explanation/argument/ analysis		• Shows excellent understanding of the task. • Knowledge and understanding of the way that technical aspects are used to construct the extract's meaning is excellent. • Clearly relevant to set question. • Offers frequent textual analysis from the extract – award marks to reflect the range and appropriateness of examples.
	Use of examples		• Offers a full range of examples from each technical area. • Offers examples which are clearly relevant to the set question.
	Terminology		• Use of terminology is excellent.
	Level 4	**30–39**	
	Explanation/argument/ analysis		• Shows competent understanding of the task. • Knowledge and understanding of the way that technical aspects are used to construct the extract's meaning is competent. • Relevant to set question. • Supports points with a range of textual analysis from the extract.
	Use of examples		• Offers a range of examples from each technical area. • Offers examples which are relevant to the set question.
	Terminology		• Use of terminology is competent.
	Level 3	**20–29**	
	Explanation/argument/ analysis		• Shows satisfactory understanding of the task. • Knowledge and understanding of the way that technical aspects are used to construct the extract's meaning is satisfactory. • Some relevance to set question. • Some textual analysis from the extract.
	Use of examples		• Offers some examples, but probably not from all four technical areas. • Offers examples which are of some relevance to the set question.
	Terminology		• Use of terminology is satisfactory.

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Question	Answer	Marks	Guidance
1	**Level 2**	**10–19**	
	Explanation/argument/ analysis		• Shows limited understanding of the task. • Knowledge and understanding of the way that technical aspects are used to construct the extract's meaning is limited. • Limited relevance to set question. • Limited textual analysis from the extract.
	Use of examples		• Offers limited examples, but probably not from all four technical areas. • Offers examples which are of limited relevance to the set question.
	Terminology		• Use of terminology is limited.
	Level 1	**1–9**	
	Explanation/argument/ analysis		• Shows minimal understanding of the task. • Knowledge and understanding of the way that technical aspects are used to construct the extract's meaning is minimal. • Minimal relevance to set question. • Minimal textual analysis from the extract.
	Use of examples		• Offers minimal examples, but probably not from all four technical areas. • Offers examples which are of minimal relevance to the set question.
	Terminology		• Use of terminology is minimal.
	Level 0	**0**	
	Explanation/argument/ analysis Use of examples		• No response or response does not answer the question at all.
	Terminology		• No response or response without any relevant terminology.
End of Section A			

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Section B	
Question 2 or 3 Refer to specific examples from one media area chosen from: • film • music • print • radio • videogames **2** How far does digital distribution affect the consumption of media texts in the media area you have you studied? [50] OR **3** Evaluate the significance of changes in production technologies in the media area you have studied. [50] Assessment will take place across three criteria: • explanation/argument/analysis [20 marks] • use of supporting examples [20 marks] • use of terminology [10 marks]	Candidates should be given credit for their knowledge and understanding, illustrated through case study material, relevant to the question. Candidates' work should be judged on each of these criteria, and an overall mark out of fifty awarded. It should be noted that it is possible for a candidate to achieve a different level for each assessment criterion, so a best-fit approach should be used. A positive approach to marking is encouraged. Reward alternative valid responses.

Question	Answer	Marks	Guidance
2 or 3	**Level 5**	**40–50**	
	Explanation/argument/ analysis		• Shows excellent understanding of the task. • Knowledge and understanding of institutional/ audience practices is excellent – factual knowledge is relevant and accurate • A clear and developed argument, substantiated by detailed reference to case study material • Clearly relevant to set question
	Use of examples		• Offers frequent evidence from case study material – award marks to reflect the range and appropriateness of examples from case study and/or own experience • Offers examples which are clearly relevant to the set question
	Terminology		• Use of terminology is excellent.

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Question	Answer	Marks	Guidance
2 or 3	**Level 4**	**30-39**	
	Explanation/argument/ analysis		• Shows competence in understanding of the task. • Knowledge and understanding of institutional/ audience practices is competent – factual knowledge is relevant. • A clear argument, substantiated by reference to case study material. • Relevant to set question.
	Use of examples		• Offers a range of evidence from case study material. • Offers examples which are relevant to the set question.
	Terminology		• Use of terminology is competent.
	Level 3	**20–29**	
	Explanation/argument/ analysis		• Shows satisfactory understanding of the task. • Knowledge and understanding of institutional/ audience practices is satisfactory – some relevant factual knowledge. • Argument substantiated by some reference to case study material. • Some relevance to set question.
	Use of examples		• Offers some evidence from case study material. • Offers examples which are of some relevance to the set question.
	Terminology		• Use of terminology is satisfactory.
	Level 2	**10–19**	
	Explanation/argument/ analysis		• Shows limited understanding of the task. • Knowledge and understanding of institutional/ audience practices is limited • Limited relevant factual knowledge • Limited argument, limited reference to case study material. • Limited relevance to set question.
	Use of examples		• Offers limited evidence from case study material. • Offers examples which are of limited relevance to the set question.
	Terminology		• Use of terminology is limited.

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Question	Answer	Marks	Guidance
2 or 3	**Level 1**	**1–9**	
	Explanation/argument/ analysis		• Shows minimal understanding of the task. • Knowledge and understanding of institutional/ audience practices is Minimal – factual knowledge is minimal. • Minimal argument, minimal reference to case study material. • Minimal relevance to set question.
	Use of examples		• Offers minimal evidence from case study material. • Offers examples which are of minimal relevance to the set question.
	Terminology		• Use of terminology is minimal.
	Level 0	**0**	
	Explanation/argument/ analysis Use of examples		• No response or response does not answer the question at all.
	Terminology Level		• No response or response with no relevant terminology
End of Section B			

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