Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

MEDIA STUDIES **9607/02**

Paper 2 Key Media Concepts **October/November 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.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

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Section A	
Question 1 Discuss the ways in which the extract from *Game of Thrones* 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:
Overhead, long held wide shots at the beginning
Tracking in to introduce two characters
Pull out to crane shot and emphasis on vast scope including the statue
Variety of camera positions in the hall
Use of wides contrasted with close ups of reactions
Largely static camera in hall
Sound:
Music only at start
Some atmospheric sound e.g. seagulls
Use of dialogue and echoes in halls
Editing:
Shot reverse shot
establishing continuity through 180 degree rule
Mise-en-scene:
Epic sweep of harbour
Costume
Splash of colour in ship sails
Size of halls and furniture
Meaning:
Power relationships and ways in which the technical features assist the establishment of these.

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Question	Answer	Marks	Guidance
1	**Level 5** Explanation / argument / analysis	40-50	• 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.
1	**Level 4** Explanation / argument / analysis	30-39	• 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.
1	**Level 3** Explanation / argument / analysis	20-29	• 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** Explanation / argument / analysis Use of examples Terminology	10-19	• 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. • Offers limited examples, but probably not from all four technical areas. • Offers examples which are of limited relevance to the set question. • Use of terminology is limited.
1	**Level 1** Explanation / argument / analysis Use of examples Terminology	1-9	• 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. • Offers minimal examples, but probably not from all four technical areas. • Offers examples which are of minimal relevance to the set question. • Use of terminology is minimal.
1	**Level 0** Explanation / argument / analysis Use of examples Terminology	0	• No response or response does not answer the question at all. • No response or response without any relevant terminology.
End of Section A			

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Section B			
Question	**Answer**	**Marks**	**Guidance**
2 and 3	Refer to specific examples from **one** media area chosen from: • film • music • print • radio • video games 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 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 Explanation / argument / analysis Use of examples Terminology	**40-50**	• 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 • 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 • Use of terminology is excellent
2 and 3	**Level 4** Explanation / argument / analysis Use of examples Terminology		• 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 • Offers a range of evidence from case study material • Offers examples which are relevant to the set question • Use of terminology is competent

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Question	Answer	Marks	Guidance
	Level 3 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
2 and 3	**Level 2** 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
	Level 1 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 Explanation / argument / analysis		No response or response does not answer the question at all
	Use of examples		No response or response does not answer the question
	Terminology		No response or response with no relevant terminology
End of Section B			

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