Cambridge International AS & A Level

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MEDIA STUDIES **9607/04**

Paper 4 Critical Perspectives **October/November 2016**

MARK SCHEME

Maximum Mark: 100

Published

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Question	Answer	Marks	Guidance
1 (a)	Candidates *need to write about their work for the Foundation Portfolio and Advanced Portfolio components* 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.
	Explanation/argument/ analysis Level 5 Use of examples Level 5	**21–25**	• There is a clear sense of progression established by the answer. • Offers a full range of articulate reflections on the production process. • Offers a broad range of specific, relevant and clear examples from their production work of the development of research and planning in relation to creative practice. • Shows an excellent understanding of how the development of research and planning skills has helped create meaning
	Explanation/argument/ analysis Level 4 Use of examples Level 4	**16–20**	• There is a sense of progression established by the answer. • Offers a range of reflections on the production process. • Offers a range of relevant and clear examples from their production work of the development of research and planning in relation to creative practice • Shows a competent understanding of how the development of research and planning skills has helped create meaning.

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Question	Answer	Marks	Guidance
	Explanation/argument/ analysis Level 3 Use of examples Level 3	**11–15**	• There is some sense of progression established by the answer. • Offers some reflections on the production process. • Offers some examples from their production work of the development of research and planning skills in relation to creative practice. • Shows satisfactory understanding of how the development of research and planning skills has helped create meaning.
	Explanation/argument/ analysis Level 2 Use of examples Level 2	**6–10**	• There is a limited sense of progression established by the answer. • Offers limited reflections on the production process. • Offers limited examples from their production work of the development of research and planning skills in relation to creative practice. • Shows limited understanding of how the development of research and planning skills has helped create meaning.
	Explanation/argument/ analysis Level 1	**1–5**	• There is a minimal sense of progression established by the answer. • Offers minimal reflections on the production process.
	Use of examples Level 1		• Offers minimal examples from their production work of the development of research and planning skills in relation to creative practice. • Shows minimal understanding of how the development of research and planning skills has helped create meaning.
	Explanation/argument/ analysis Level 0 Use of examples Level 0	**0**	No response or response does not answer the question at all. No response or no examples at all.

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Question	Answer	Marks	Guidance
(b)	Candidates need to analyse one of their productions in relation to the concept 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.
	Explanation/argument/ analysis Level 5 Use of examples Level 5	**21–25**	• Offers a full range of articulate reflections on the production • Shows an excellent understanding of the concept • Offers a broad range of specific, relevant and clear examples from their production in relation to the concept.
	Explanation/argument/ analysis Level 4 Use of examples Level 4	**16–20**	Offers a range of reflections on the production. Shows a competent understanding of the concept • Offers a range of relevant and clear examples from their production in relation to the concept.
	Explanation/argument/ analysis Level 3 Use of examples Level 3	**11–15**	• Offers some reflections on the production. • Shows some understanding of the concept • Offers some relevant and clear examples from their production in relation to the concept.
	Explanation/argument/ analysis Level 2 Use of examples Level 2	**6–10**	• There is a limited reflection on the production • Shows limited understanding of the concept • Offers limited examples from their production in relation to the concept
	Explanation/argument/analysis Level 1 Use of examples Level 1	**1–5**	• There is minimal reflection on the production • Shows minimal understanding of the concept • Offers minimal examples from their production in relation to the concept

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Question	Answer	Marks	Guidance
	Explanation/argument/ analysis Level 0 Use of examples Level 0	**0**	No response or response does not answer the question at all. No response or no relevant examples at all.
End of Section A			

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Section B			
Question	**Answer**	**Marks**	**Guidance**
2–11	*Candidates should refer to at least **two** different media and support their answers with reference to contemporary examples.* 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.
	Explanation/argument/ analysis Level 5 Use of examples Level 5	**41–50**	• 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. • 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.
	Explanation/argument/ analysis Level 4 Use of examples Level 4	**31–40**	• 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. • 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.

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Question	Answer	Marks	Guidance
	Explanation/argument/ analysis Level 3	**21–30**	• 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.
	Use of examples Level 3		• 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.
	Explanation/argument/ analysis Level 2	**11–20**	• 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.
	Use of examples Level 2		• Evidence is of limited relevance to the set question. • Offers a narrow range of examples related to texts, industries or audiences.
	Explanation/argument/ analysis Level 1	**1–10**	• 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.
	Use of examples Level 1		• Evidence is of minimal relevance to the set question. • Offers a minimal range of examples related to texts, industries or audiences.

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	Explanation/argument/ analysis Level 0 Use of examples Level 0	**0**	No response or response does not answer the question No response or no examples relevant to the question.
End of Section B			

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