

A2 Media Studies: Marking Criteria for G325 Critical Perspectives in Media Exam

<p>Section A: Theoretical Evaluation of Production</p> <p>Question 1a: skills development</p> <p>A total of 25 marks are available</p>	<p>Levels</p>	<p>Section A: Theoretical Evaluation of Production</p> <p>Question 1b: theoretical concepts</p> <p>A total of 25 marks are available</p>
<p><u>Explanation/ analysis/argument (0-4 marks)</u></p> <ul style="list-style-type: none"> • The answer may only relate to one production piece • There will be either an absence of, or an implicit sense of progression • The answer may offer limited clarity <p><u>Use of examples (0-4 marks)</u></p> <ul style="list-style-type: none"> • Candidates are able to describe minimal features of the production process in relation to developing some skills <p><u>Use of terminology (0-2 marks)</u></p> <ul style="list-style-type: none"> • The answer offers minimal use of relevant media terminology <p><u>General</u></p> <p>Some simple ideas have been expressed. There will be some errors of spelling, punctuation and grammar which will be noticeable and intrusive. Writing may also lack legibility.</p>	<p>Level 1</p> <p><i>Minimal</i></p>	<p><u>Explanation/ analysis/argument (0-4 marks)</u></p> <ul style="list-style-type: none"> • Candidates attempt to relate the production process to the concept in question, with limited clarity • The account may be incomplete, or be only partly convincing. <p><u>Use of examples (0-4 marks)</u></p> <ul style="list-style-type: none"> • Very few, if any examples are offered from the production process <p><u>Use of terminology (0-2 marks)</u></p> <ul style="list-style-type: none"> • Media terminology is applied minimally, if at all <p><u>General</u></p> <p>Some simple ideas have been expressed. There will be some errors of spelling, punctuation and grammar which will be noticeable and intrusive. Writing may also lack legibility.</p>
<p><u>Explanation/ analysis/argument (5-6 marks)</u></p> <ul style="list-style-type: none"> • Candidates offer a mostly clear, partly relevant and narrow range of examples of the specified focus in relation to skills development • Limited sense of creativity <p><u>Use of examples (5-6 marks)</u></p> <ul style="list-style-type: none"> • The production process is described briefly with partial relevance to progression <p><u>Use of terminology (3 marks)</u></p> <ul style="list-style-type: none"> • There is a basic use of media terminology throughout. <p><u>General</u></p>	<p>Level 2</p> <p><i>Basic</i></p>	<p><u>Explanation/ analysis/argument (5-6 marks)</u></p> <ul style="list-style-type: none"> • Candidates offer an account of how they applied the concept in question with a limited theoretical context, either in terms of theory or production approaches <p><u>Use of examples (5-6 marks)</u></p> <ul style="list-style-type: none"> • A narrow range of examples is offered in support, of which some are relevant <p><u>Use of terminology (3 marks)</u></p> <ul style="list-style-type: none"> • Conceptual language and production terminology are handled at a basic level

<p>Some simple ideas have been expressed in an appropriate context. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.</p>		<p><u>General</u></p> <p>Some simple ideas have been expressed in an appropriate context. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.</p>
<p><u>Explanation/ analysis/argument (7-8 marks)</u></p> <ul style="list-style-type: none"> • Some sense of progression, and some useful descriptions of the production process <p><u>Use of examples (7-8 marks)</u></p> <ul style="list-style-type: none"> • Candidates offer a clear, mostly relevant and reasonable range of examples of the specified focus in relation to creative skills development <p><u>Use of terminology (4 marks)</u></p> <ul style="list-style-type: none"> • Candidates make proficient use of media terminology throughout, with either production terminology or concepts handled very well <p><u>General</u></p> <p>Relatively straightforward ideas have been expressed with some clarity and fluency. Arguments are generally relevant, though may stray from the point of the question. There will be some errors of spelling, punctuation and grammar, but these are unlikely to be intrusive or obscure meaning.</p>	<p>Level 3</p> <p><i>Proficient</i></p>	<p><u>Explanation / analysis/argument (7-8 marks)</u></p> <ul style="list-style-type: none"> • Candidates demonstrate the ability to relate their own creative decisions to some ideas about the concept in question drawn from media theory <p><u>Use of examples (7-8 marks)</u></p> <ul style="list-style-type: none"> • Some relevant examples from the production process are offered in support, handled proficiently <p><u>Use of terminology (4 marks)</u></p> <ul style="list-style-type: none"> • There is proficient use of conceptual language and production terminology, and one or the other may be handled very well <p><u>General</u></p> <p>Relatively straightforward ideas have been expressed with some clarity and fluency. Arguments are generally relevant, though may stray from the point of the question. There will be some errors of spelling, punctuation and grammar, but these are unlikely to be intrusive or obscure meaning.</p>
<p><u>Explanation/ analysis/argument (9-10 marks)</u></p> <ul style="list-style-type: none"> • Clear sense of progression established by the answer • A range of articulate reflections on the production process are offered <p><u>Use of examples (9-10 marks)</u></p> <ul style="list-style-type: none"> • Candidates offer a broad range of specific, relevant and clear examples of the specified focus in relation to creative skills development <p><u>Use of terminology (5 marks)</u></p> <ul style="list-style-type: none"> • The use of both production terms and conceptual media terminology 	<p>Level 4</p>	<p><u>Explanation/ analysis/argument (9-10 marks)</u></p> <ul style="list-style-type: none"> • Candidates demonstrate a clear understanding of theories & approaches in relation to the concept in question and relate them articulately to the production process, describing specific decisions made in relation to the concept and expectations of audience response <p><u>Use of examples (9-10 marks)</u></p> <ul style="list-style-type: none"> • A broad range of relevant and interesting examples of the creative process are offered

applied throughout is excellent

General

Complex issues have been expressed clearly and fluently using a style of writing appropriate to the complex subject matter. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.

Use of terminology (5 marks)

- Both conceptual language and production terminology are applied with excellent results

General

Complex issues have been expressed clearly and fluently using a style of writing appropriate to the complex subject matter. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be a few, if any, errors of spelling, punctuation and grammar.